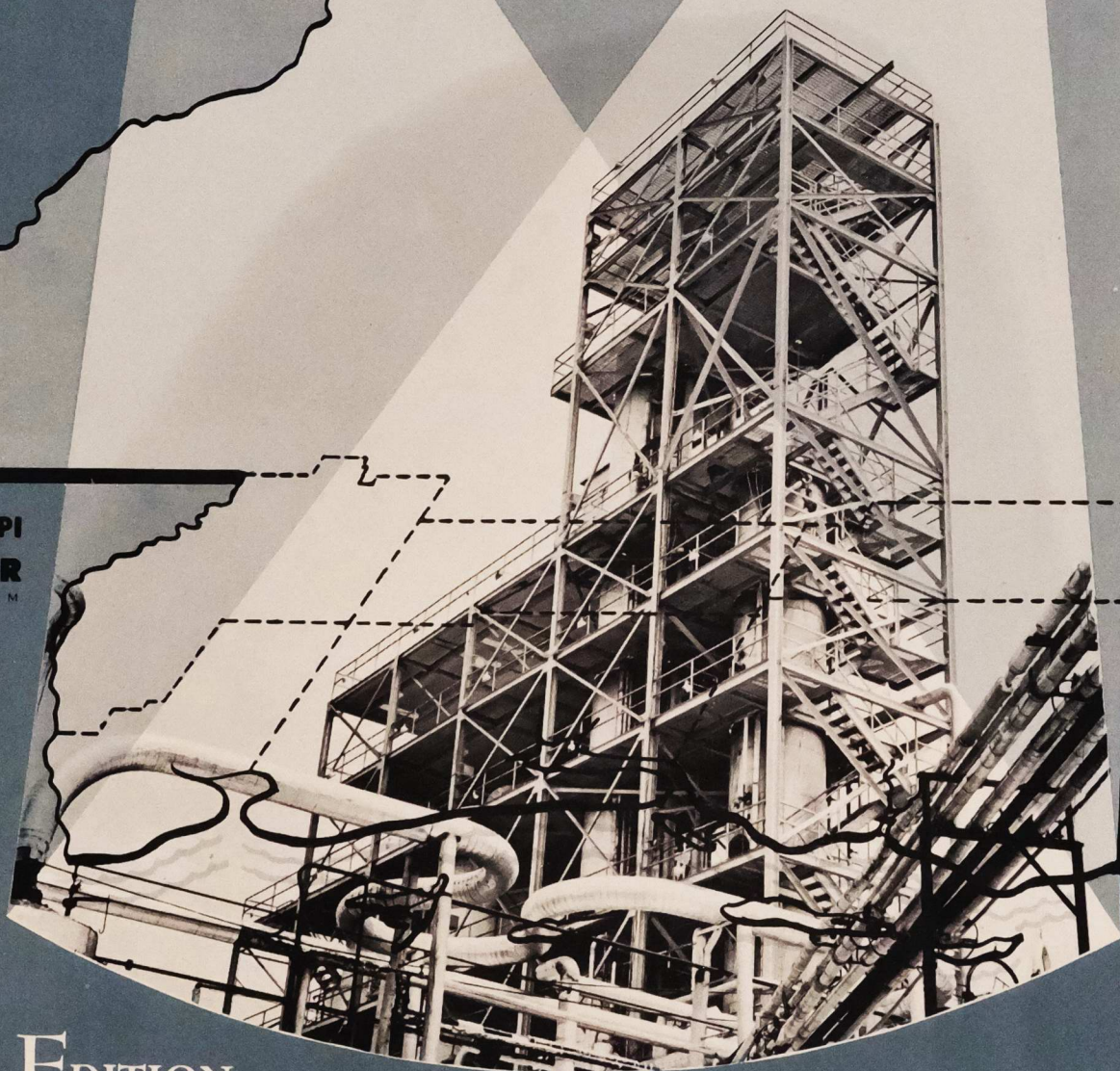


*Coast Area*  
**MISSISSIPPI**  
**MONITOR**

**MISSISSIPPI  
MONITOR**  
T M



●  
**2<sup>nd</sup> EDITION**  
50 cents per copy

1960-61 ●



WE'RE

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FOR

SUPERIORITY

IN

*Americas*

NEWEST  
INDUSTRIAL  
FRONTIER

Scouts were sent out—there was a need for space, a problem of waste, water in quantity was essential, transportation facilities must meet heavy demands, plentiful labor and moderate climate were necessary elements—Did such a place exist? THEY FOUND IT, IN COASTAL MISSISSIPPI and JACKSON COUNTY met every challenge with colors flying. You're interested? Find out more about

**Jackson County**  
MISSISSIPPI

THE INDUSTRIAL LEADER OF MISSISSIPPI'S COASTAL AREA



Cover:  
Crosby Chemicals—Picayune

# Coast Area MISSISSIPPI MONITOR

2<sup>nd</sup> EDITION

1960-61

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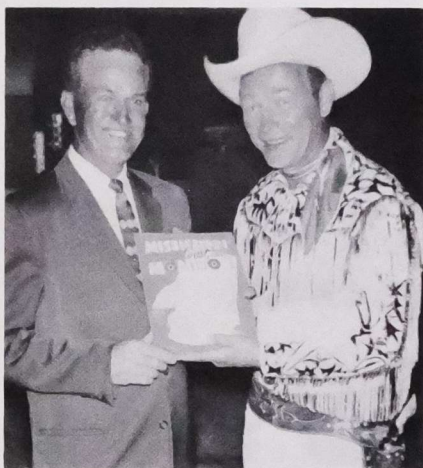
coast area

MISSISSIPPI MONITOR

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James Ladner, band leader and composer of western and folk style songs, presents Roy Rogers with a copy of the Mississippi Monitor. Mr. Ladner is a native of Hancock County who is at present residing in Hollywood.

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# THE GROWTH RECORD

*tells the story*

COMMERCE  
POPULATION  
INDUSTRY

HOUSING

LABOR

WAGES



and it's a record to view with justifiable pride. Population is up—wages are up—number of employed—more each year. Available labor, through new residents, rises in steady supply to meet the ever increasing demand of the fast growing number of industries in the Pascagoula area. Naturally, this means income per capita is up, too, and the snowballing prosperity is reflected again in the higher wage average. Yes, the sweet sound and sight and smell of SUCCESS is here at PASCAGOULA—the fastest growing, most highly industrialized city in coastal Mississippi. Keep your eye on

THE

*City of*

MISSISSIPPI'S NEW GIANT

## PASCAGOULA

IN JACKSON COUNTY

HOME OF • INGALLS • QUAKER OATS • BVD  
CONTINENTAL CAN • COASTAL CHEMICAL  
H. K. PORTER • GRAIN ELEVATOR  
PASCAGOULA VENEER CO.

F. B. WALKER & SONS SHIPYARDS  
GULF COAST GLASS CO.

ANIMAL TRAP CO. • QUINN FISHERIES  
WELLS-TAYLOR WOOD PRESERVING



# JACKSON county •

by Caroline Kiefer

Jackson shows the greatest population growth of all coastal counties of the state according to figures released from preliminary reports of the United States Census Bureau. According to these figures the 1960 population is 54,644 as compared to the 1959 census of 31,401 a percentage gain of 74.0.

Its three incorporated cities, Pascagoula (County Seat), Moss Point, and Ocean Springs, and several unincorporated communities are located in the coastal area. The county has three deep water ports located at Pascagoula, Bayou Casotte, and Moss Point, while Ocean Springs harbors small craft.

No extreme weather conditions curtail production on the Mississippi Gulf Coast; its mild climate being one of its many advantages. Mean daily temperature of Jackson County averages 59 degrees, with January averages of 53 degrees, and August averages of 81.3 degrees. Rainfall is fairly evenly distributed throughout the year averaging 56 inches annually, and the average number of frost-free days is 279.

At the turn of the century the county was highly agricultural, with about 83% of its population classified as rural. During the late 1930's the industrial development gained momentum, with the coastal area forging ahead industrially, while the balance of the county remained agrarian. However, in the 1950's there were more farms in Jackson County than at any previous time. Figures from the 1954 census show there were 1282 farms and 98,055 acres in farms. Of this number, however, only 238 were classified as commercial, or having annual sales of products amounting to \$1,200 or more, and providing the major source of income. Nearly four-fifths of the farms were classified as part time operations or rural residences.

Information supplied by the county agent revealed that in the farm picture timber provided the chief agricultural income of the county, with an annual income average of \$1,000,000.00.

A pasturage program was inaugurated during the 1930's by the Jackson County Board of Supervisors, and this program became the means of developing dairy and beef herds. There are

23 Grade A Dairies and 3 slaughter houses in the county. Row crops are grown in commercial quantities and processed in nearby plants.

Pecan and tung provide income, and excellent pasture lands are developed along with these nut orchards. Assisting the farmers of the county are the Jackson County Dairy Association, Jackson County Fair Association, County Farm Bureau Association, Agricultural Stabilization & Conservation Federal Program, Farmers Home Administration, Agricultural Extension Service, State Plant Board, and the State and Federal Forestry Services.

The industrial program instituted in the 1930's has increased in scope so as to place Jackson among the leading industrialized counties of the state. Natural advantages, abetted by competent leadership, account for the tremendous achievements accomplished in the relatively short span of time.

Minerals have not played an important role in the economy of the county, but exploration for oil and gas continues. There are salt and sulphur deposits, and supplies of sand, gravel, clay and shell.

The Seafood Industry has been of major importance. The Gulf Coast Research Laboratory, located in Ocean Springs, was established for the purpose of studying marine life found in the Gulf of Mexico, and is a valuable



This sign assures a good future for timber in Jackson County.

• Jackson County Courthouse



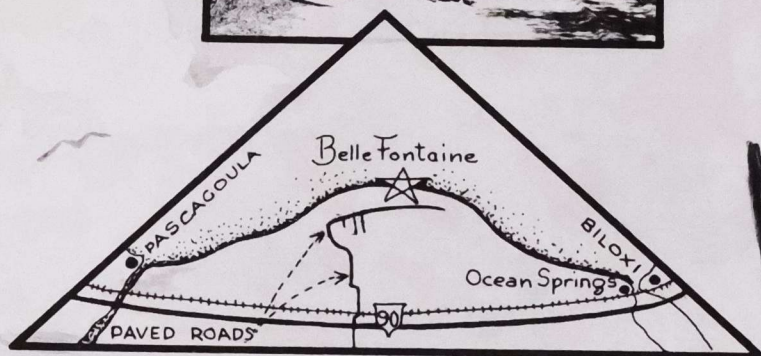
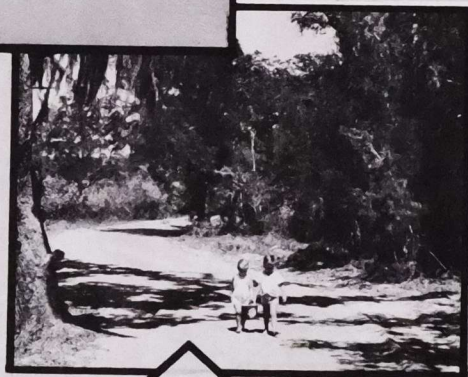
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asset. New information gained will develop methods for increasing annual catches, and new uses are certain to be found for fish and marine products, thereby expanding production of seafood industries.

Mr. Forrest J. Johnson, Rt. 1, Ocean Springs, successfully combines pine, pecans and cattle on his 60 acre farm.







*Words are not enough . . .*

to tell you—the magic of windswept beach,  
sparkling sea, dazzling sunshine and azure sky.

Like sentinels of history, centuries old oaks  
stand serenely, their moss draped branches  
playing lacy patterns upon the white sand.

This is a spot for "special people"  
with taste that demands a small bit of world  
apart to live in—to live in imperturbable  
beauty with congenial neighbors who,  
like themselves, need this special atmosphere.  
We show here a map. Follow it. See for  
yourself if this is your dream.

If it is—contact us—

Coast Realty Associates, Inc.

P. O. Box 91 or 118 Lameuse St.

Biloxi, Mississippi

*Belle Fontaine Beach...too beautiful for Words...*



Types of Industries located in Jackson County—	No.	Approx. number of employees
Animal Traps, Decoys, etc.	2	25
Boats, ships, rigs	8	8,750
Chemicals, fertilizer	3	150
Clothing	1	320
Construction—materials	4	70
Seafoods, processing	13	760
Fods, containers	3	125
Glass, pottery, etc.	2	130
Optical instruments, light metal	2	15
Printing, publishing	2	35
Wood products	6	1,980

The latest development to further industry is construction of a Grain Elevator located on the west bank of the Pascagoula River. The structure is scheduled to be completed by June, 1961, and when finished will stand 195 feet above water and extend 480 feet, with storage capacity of 2,100,000

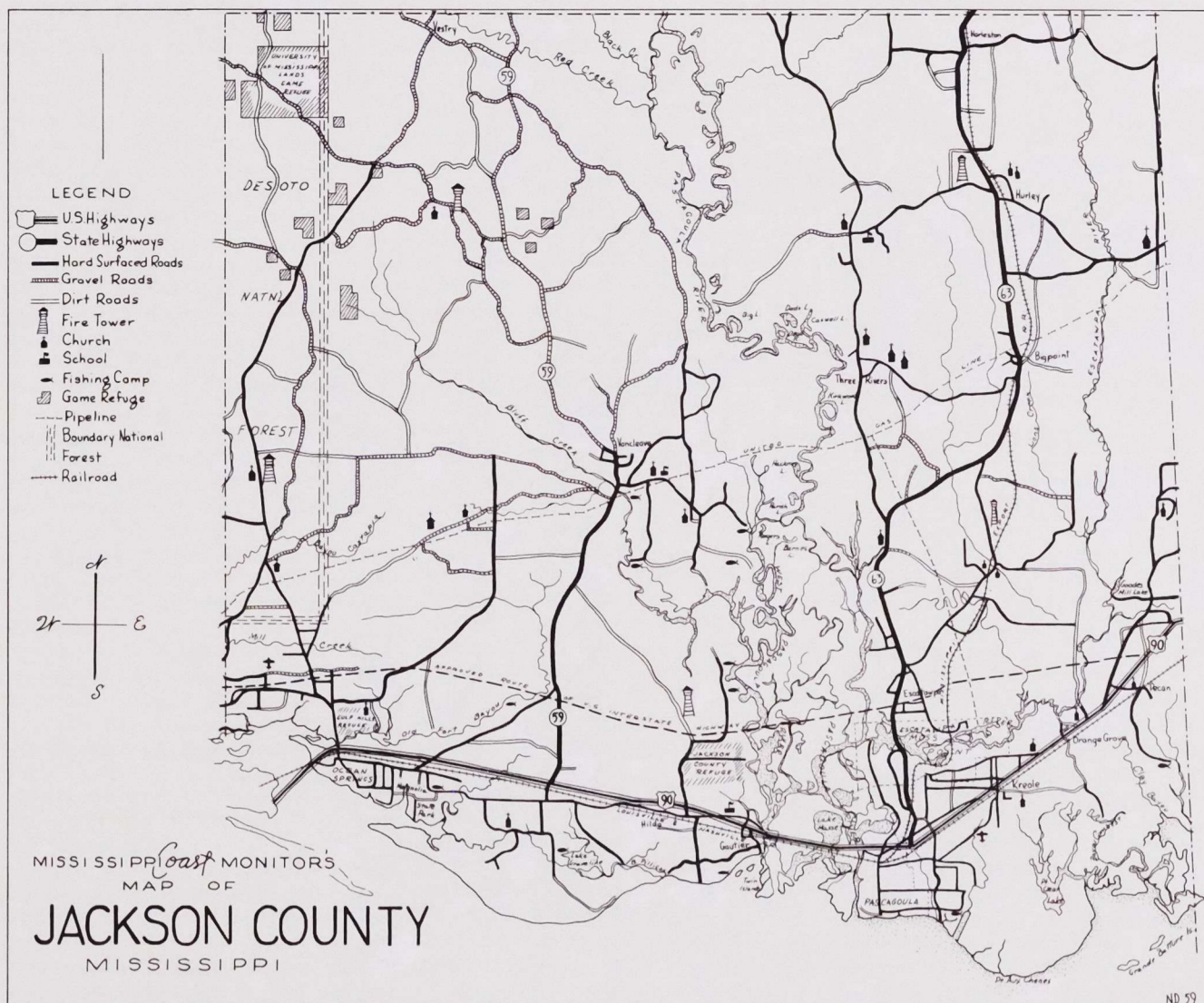
bushels. Cost of construction will be \$4,500,000.00. This will be the first port facility constructed under Mississippi's State Port and Harbor Act.

Real estate developments offer exclusive residential sites in several sections of the county. Most of these are located in areas richly endowed with natural beauty, including gently rolling land, moss draped live oak and tall pine trees, white sand beaches and blue gulf waters, or tranquil inland bays and bayous. State and county property assessments are normally set at 40% of real value, and state and county millage is 21.5.

Jackson County has been blessed with good leadership. Men whose foresight, wisdom and integrity are being used in securing the best possible advantages to benefit the community. And these leaders reflect the intelligence of electors who placed them as their representatives.



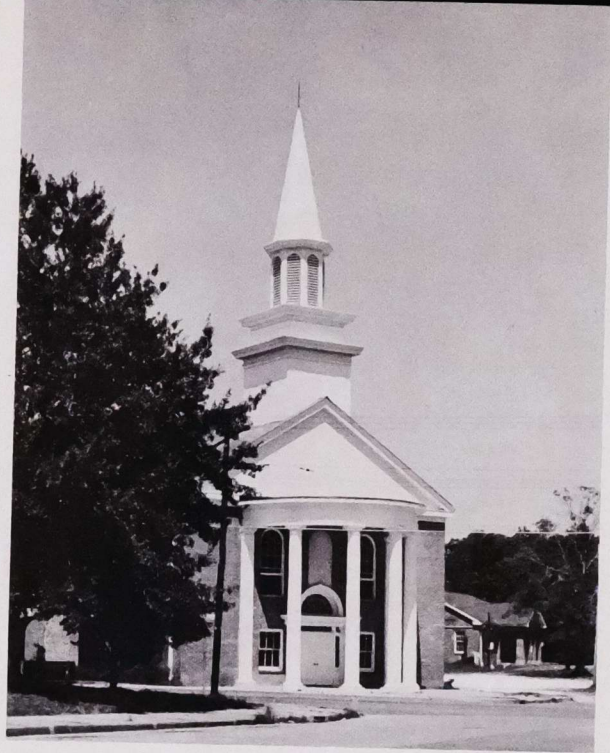
Products of the sea provide raw material for many of the industries of Jackson County. Here we see a "pogey" or menhaden boat at dock with nets on driers in the background. Many of these nets are valued as high as \$5000 apiece. This boat is one of a fleet maintained by a fertilizer manufacturing company.





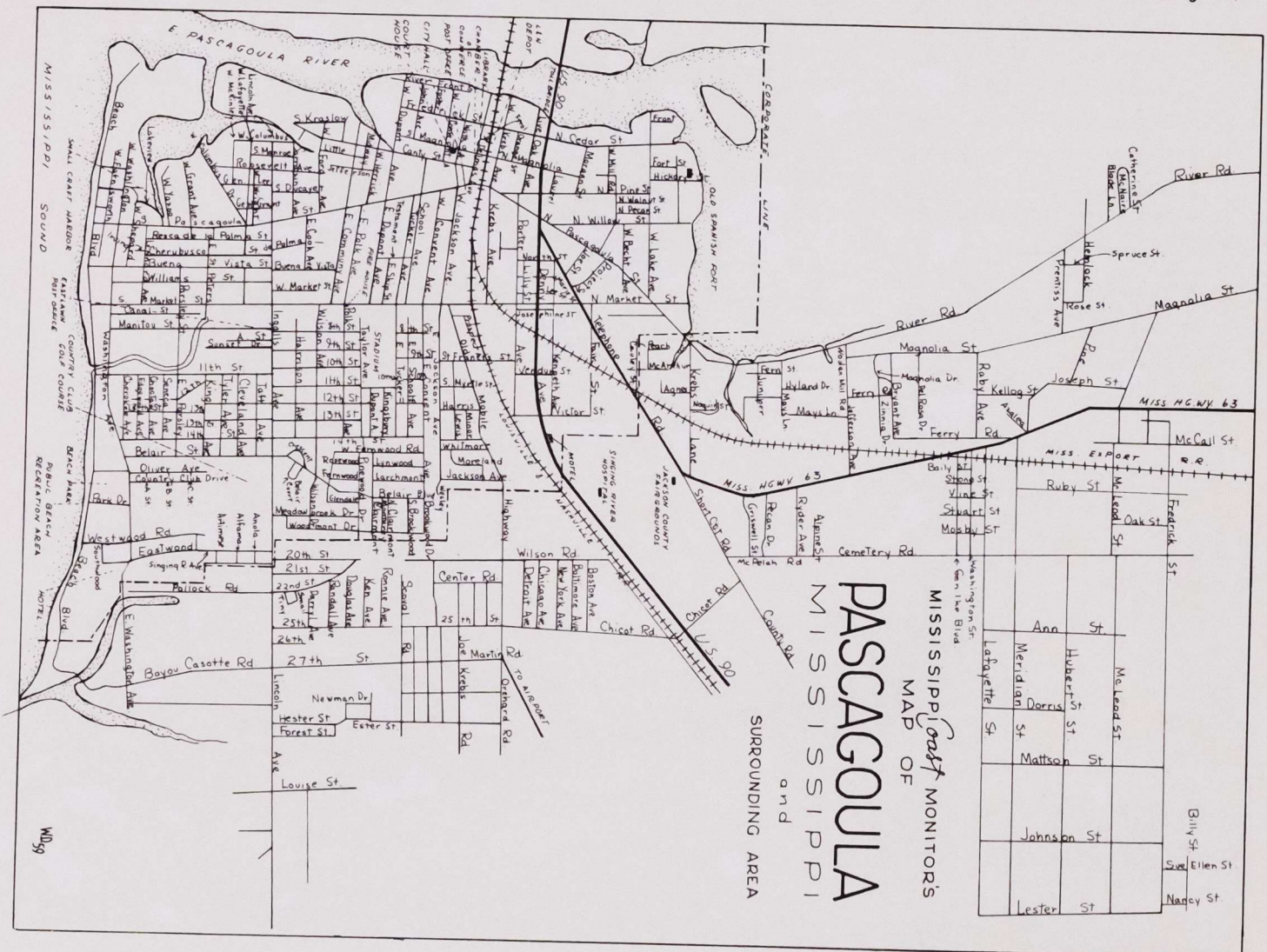


- Typical of the lovely homes in Pascagoula is the residence of the John F. Walker family, on Beach Blvd.



- The beautiful Methodist Church in Pascagoula.

6





## PASCAGOULA •

by Caroline Kiefer

"Cities are dynamic social and economic structures that are constantly undergoing change. Some cities grow and prosper while others lag in their progress. In either case change will occur, with or without a plan for development. Careful planning can stimulate growth and channel it in desirable directions."

The above quote is taken from An Evaluation of the Economy of Pascagoula, compiled by Robert S. Bateman & Associates, City Planning Consultants. And it is without prejudice, and with pride, that Mississippi can name Pascagoula as one of its stimulated cities that is and will continue to grow and prosper due to careful planning.

The 1960 preliminary census reports, released through the Mississippi Economic Council, show the population to be 16,914 as compared to 10,805 in 1950, a growth of 56.5%.

Pascagoula is located at a vantage point on the Mississippi Gulf Coast where the Pascagoula and Escatawpa Rivers empty into the Mississippi Sound, providing a natural deep water port. The Pascagoula River, which flows through the city, provides a harbor of 30 feet minimum depth and 275 feet width, with a turning basin near the Louisville and Nashville Railroad bridge. A public warehouse and grain elevator have been constructed on the West Bank. The Louisville and Nashville and the Mississippi Export Railroads provide passenger and freight service, Greyhound offers bus facilities, and motor transportation has excellent highway travel east-west on U. S. 90, and north on State Highway 63.

The city is governed by a Commission form of government, operating under Code Charter. A mayor and two commissioners are elected at four year intervals.

Contrary to most cities which have experienced rapid growth, Pascagoula is in the enviable position of having available large tracts of land suitable for industrial plants and business facilities. Few cities are in a position to offer large sites, at reasonable prices, with proximity to rail, highway, and sea transportation.

With a resident influx keeping abreast of business and industry and conversion of wartime housing, the housing situation has been met by new construction, with better quality and more modern homes than in other urban areas of the state.

Over a period of years bank deposits have tripled and postal receipts doubled, as have installations of telephones, water, gas and electric meters. Building permits have been considerably increased. Sales tax revenue, exclusive of city sales tax, paid by the city to the state for 1959, including wholesale tax — \$1,020,464.28 (wholesale tax  $\frac{1}{2}$  of 1% — \$22,951.70). The city maintains an efficient paid fire and police force equipped with modern facilities.

Public and parochial school systems compare favorably with the best in the south and mechanics are given skilled training in trade schools maintained by several industries. Community hall, tennis courts, bowling alleys, swimming pools, fully equipped playgrounds, are under the supervision of a recreational department which employs a full time director, and are city maintained.

Cultural organizations include two city maintained and locally supported libraries, various club and church organizations, and a Little Theatre.

A 62-bed addition to the Singing River Hospital, located two miles east of Pascagoula and maintained by the Jackson County Board of Supervisors, provides 212 beds for patients. The hospital and several clinics located in Pascagoula provide medical facilities, with the services of approximately 21 physicians and surgeons and 10 dentists available.

Diversified major industries located in and near Pascagoula produce a variety of products and employ various skills. A wide assortment of raw materials are utilized, however, 90% or more of the manufacturing jobs stem from wood and sea products, and construction and repair of boats and ships. In 1958-59 there were 46 major industries located in or near Pascagoula, providing jobs for 12,360 workers. Reports indicate that about 26% of the working population is engaged in manufacturing employment. Stabilized labor conditions have exerted an important influence in the industrial and business growth of the city. Pascagoula leads all industrial areas of the state in per job income.

In addition to its value as an industrial and business city, Pascagoula is steeped in history. Seven flags have flown over its old Spanish Fort (French — Spanish — English — West Florida Republic — Magnolia Flag of the Territory of Mississippi — Confederate and United States).

Exclusive resort and moderately priced hotels and motor courts provide



Photo courtesy Ingalls

Launching of the Sculpin (in the spring of 1960), first atomic sub built by Ingalls Shipbuilding Corp.



• Small craft harbor at Pascagoula.

luxurious and comfortable quarters for guests. Excellent restaurants serve gourmet and local cuisine at reasonable prices. Golf courses, and riding stables, as well as aquatic sports of all types are a lure to visitors and residents.

There are approximately 15 churches of various denominations. Many of these are newly constructed and reflect the beauty and dignity which is prevalent in buildings of this city. Homes, business establishments, public buildings, all vie in keeping the city a place of loveliness and charm.

A city is only a mirror reflecting the people responsible for creating it. Residents of Pascagoula may well take pride in their city. Their efforts and endeavors have made of this 250 year old community, a modern, competitive city which is looming largely on the national horizon.



# Vacation Adventureland

A BIT OF THE  
OLD WEST  
in the deep South



YOURS TO  
ENJOY!

Riding • Sailing  
Fishing • Swimming Pool • 18  
Hole Golf Course.  
WATER SKIING  
LAWN SPORTS  
HEATED POOL

BEST OF ALL

Everything  
Included  
in rates from  
\$12 per day

SPECIAL  
FAMILY  
RATES

A DUDE RANCH AND COUNTRY CLUB combined. 700 acres of vacation pleasures. Quietly secluded, yet only minutes away from all points of interest on Mississippi's gay Gulf Coast.

Delightful accommodations in villa-style hotel rooms, air conditioned and with full hotel service. Wonderful meals. Planned nightly entertainment.

South's finest 18 hole golf course, full program of dude ranch fun . . . plus all lawn and water sports.

## Gulf Hills

DUDE RANCH and COUNTRY CLUB  
OCEAN SPRINGS • MISSISSIPPI

Write Hosts DICK and GLADYS WATERS for Color Folder

8

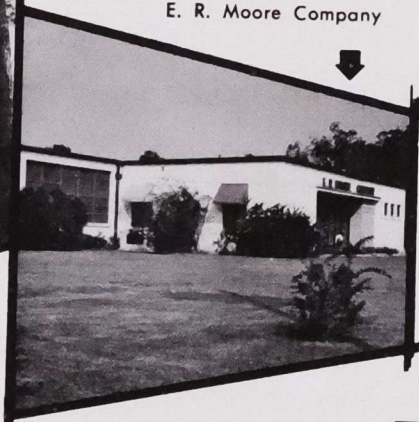
You'll like to work • to live • to visit • in  
beautiful, historic  
**Ocean Springs**

— MISSISSIPPI —

COLONIE E  
FRANCOISES  
1699  
P. LeMOYNE  
SR. de la rue  
L.P. P.L.



Ferson Optical Company



E. R. Moore Company

Long one of the coast's most beautiful residential areas, Ocean Springs is now growing into an active community with unlimited opportunity for business. Industry will find abundant labor supply and the important added factor—room for expansion. Investigate the ideal conditions at OCEAN SPRINGS as a site for industrial development.



## OCEAN SPRINGS ●

by Caroline Kiefer

Ocean Springs ranks third among the cities of the Mississippi Gulf Coast in percentage population growth during the last ten years. The U. S. Census Bureau shows its resident quota to be 4,900 in 1960 as compared to 3,782 in 1950, a gain of 60.2% during the ten year span.

Not only in population has this city grown but it is developing as a business and industrial community. Until recently it was considered primarily a resort and fishing village, now several diversified industries are established, and wholesale and retail business show increased volume of sales.

Three highly specialized industries include a precision optical lens plant, a manufacturer of academic caps and gowns, and one of the nation's best known pottery plants. At the latter, highly skilled craftsmen still originate individual design on the potter's wheel. Another valuable installation is the Gulf Coast Marine Laboratory, where research on marine life found in the Gulf of Mexico is advancing knowledge in uses of products of the sea. Boat building and boat repair yards are situated on the shore of the Bay of Biloxi, on the west end of the town.

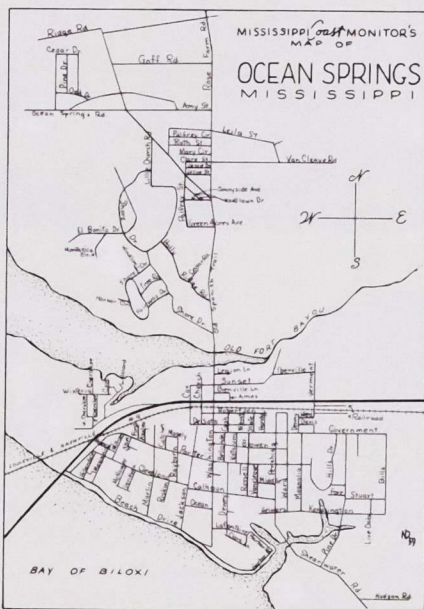
Ocean Springs is the oldest community of the coastal area. It was on these shores that d'Iberville first planted the French Flag, and established Fort Maurepas, calling the vast stretches the Louisiana Territory, and laying claim to the land in the name of Louis XIV.

The city is built along the curved shorelines of Biloxi Bay and the Gulf of Mexico, and is indented by bays and bayous. Massive oak trees line wide paved streets in both business and residential districts. A rustic air has been preserved in laying out and

expanding the city, with large grounds surrounding the majority of homes. Selected subdivisions for home sites are being developed by real estate operators, and are priced attractively for all potential buyers.

Sixteen miles west of Pascagoula and across the Bay from the City of Biloxi (about two miles east) on Highway 90, the small city nestles between two relatively large metropolitan centers. Improvements completed by the City Administration during the past year include new water and sewerage systems, and the repairing and resurfacing of many city streets.

Ocean Springs is the home of one of the nation's famous resort hotels, a dude ranch, where twelve months outdoor fun and relaxation are enjoyed by guests, who are catered to in luxurious quarters, set amid beautiful surroundings. There is an excellent 18-hole golf club open to the public for green fees, and a yacht basin and small craft harbor. Other visitor accommodations



Three happy youngsters, who identified themselves as Robin, Connie, and Jon, enjoy many happy days on the wonderful beach at Ocean Springs.

are available at more moderate prices, these and good restaurants provide incentives for visits to this resort city where sports may be enjoyed every month of the year.

Like the majority of residents of Jackson County, the people of Ocean Springs are its greatest assets. They are progressive minded, refined in mannerisms, easy to know, and extend warm welcome to all who come into their city.



New East Elementary School, Ocean Springs.



## Ready Dependable Service for 42 VITAL MILES

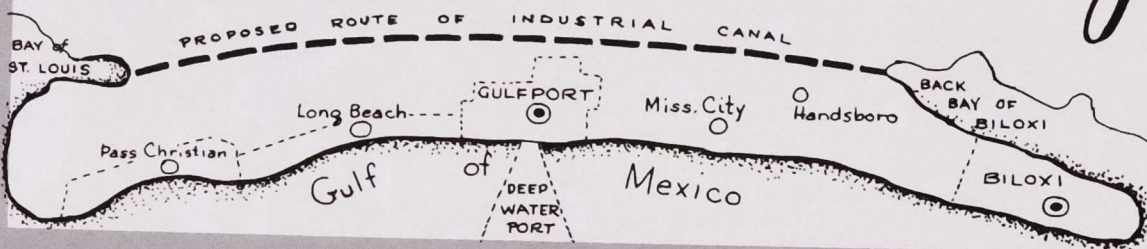
Serving a dynamic industrial area — delivering with efficiency and dispatch the products of its factories to connecting lines that reach out to the nation and through its ports, to the world. FIRST always to anticipate and meet the transportation needs of industry.

MISSISSIPPI EXPORT RAILROAD COMPANY

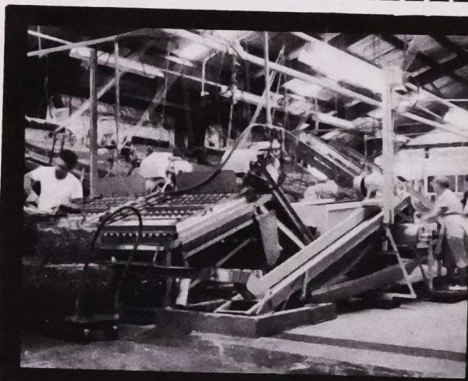


# HARRISON County

goes forward



with Planning -



10

Developing - -



Have you heard? There's big doings in Harrison County!

1. Surveys are underway for the most unique and important industrial development in the entire state of Mississippi. An inland canal bordered by industrial sites with direct access to the Gulf of Mexico and the ports of the world.
2. There'll be the ultimate in leisure living on completion of Deer Island Development. Plus that there are established industries, active port, busy cities, giant Keesler Air Force Base, timber, seafood packers, boat builders, we could go on for hours -

Building - -

and what's more -

it's  
the

Playland  
of the  
Southland!





# HARRISON county •

by Caroline Kiefer

Harrison, second largest county in the state, has a 1960 population of 118,325 (according to figures supplied by the Mississippi Economic Council from a preliminary report prepared by the U. S. Census Bureau) as compared to the 1950 census of 84,072, a percentage gain of 40.7.

Gulfport, leading port city of the state, is its seat of government, and its three other incorporated cities are Biloxi, Long Beach, and Pass Christian. There are a number of unincorporated communities, the oldest being Handsboro, once its county seat, and Mississippi City which lies midway between Gulfport and Biloxi, the two largest cities of the Mississippi coastal region.

The world famous 28 mile long, 300 feet wide, man made white sand beach is the southern boundary of the county, beginning west at the Bay of St. Louis, and paralleling the Gulf of Mexico to the Bay of Biloxi on the east. Its northern boundary is Stone County.

Two national highways U. S. 90 (east and west) and U. S. 49 (north and south), and State highways 55-57-53, as well as numerous hard-surfaced county roads, provide excellent transportation links for motor vehicles. Highway 49 is currently under construction north from Gulfport, and when completed will provide one of the finest highways of the country. Commercial air travel is available from the Gulfport Field by Southern Airways, Inc., and National Airlines, Inc. Gulfport provides port facilities for shipping, and the county is served by two railroads, the Louisville and Nashville, which gives passenger and freight service, and the Illinois Central out of Gulfport, which offers freight service. Greyhound and Continental Trailways operate bus lines with terminals in Biloxi and Gulfport, and numerous major van lines service the county.

Utilities are supplied by the Mississippi Power Company, which has its main office in Gulfport, and which provides urban residential electricity for Harrison, Hancock, Jackson, Pearl River, Stone and George Counties. This large utility also generates power for industry located in the six county region. Rural electricity for the county is provided by the Coast Electric

Power Association, which is headquartered in Hancock County. The United Gas Corporation provides natural gas for the area, with its headquarters for this part of the state located in Gulfport. A branch office is also maintained in Biloxi. Communication lines are provided by the Southern Bell Telephone Company.

The county subsurface source of water is from deep artesian wells, and the numerous rivers, bayous, and streams supply surface water. The water supply is more than ample to meet potential growth and is a major factor of interest to industry.

The average annual temperature over a ten year period was 68.8 degrees, ranging from a minimum monthly average of 55.3 degrees in December, to a maximum monthly average of 82.5 degrees in August. Relative humidity ranges from an average of 52% in May to a maximum of 98% in July.

The average annual rainfall over the ten year period was 62 inches, and over the same period of time the average number of frost-free days annually was 350. In winter prevailing winds are from the northwest and south, blowing at an average velocity of 7.1 miles an hour. Prevailing summer winds are from the west and east at an average velocity of 6.0 miles per hour.

Advalorem assessments for 1959 totaled \$59,394,020.00; assessments on utilities were \$14,144,513.00; bonded debt \$3,742,950.

Retail and wholesale taxes paid for the 1959 calendar year—\$4,480,833.00, indicating sales of \$195,241,428.00; per capita tax paid—\$53.30; per capita sales—\$2,322.28; retail sales tax collections—\$4,432,683.28—wholesale tax collections ( $\frac{1}{2}$  of 1%) \$48,150.13. Individual income tax collections—\$390,658.68; motor vehicle registrations—\$360,906.82; farm products sold—\$1,077,723.00.

The above figures were supplied by courtesy of the Mississippi State Tax Commission.

Students in the Air Traffic Control Technical Course taught at Keesler AFB are working on antenna system as part of their training. The Technical Training Center is part of Air Training Command.

Keesler Air Force Base Photo



Summer house at Beauvoir, Jefferson Davis Shrine located on Highway 90 in Harrison County.



The beautiful white sand beach that forms the entire southern boundary of Harrison County, is a major tourist attraction and affords countless hours of pleasure to residents and visitors alike. Maintenance crews keep the beach litter free and safe for all to enjoy.





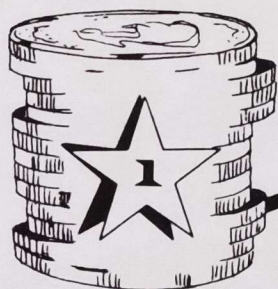
# on the Mississippi Gulf Coast THE ECONOMIC TREND

# ..is up

Confidence is the keyword . . . Progress, the challenge . . . The steady prosperous rise of our coastal area is firmly rooted in decades of hard work, thrift, and careful planning. An even brighter future looms into view. The eyes of the nation focus today on the fastest growing section of the Southland . . . the purposeful, progressive Mississippi Gulf Coast which we are privileged to serve.

12

We now serve you with  
SIX BANKING CENTERS



Bay St. Louis  
Oct. 9, 1879



Pass Christian—April 29, 1902



Gulfport—Aug. 15, 1932



Long Beach  
May 19, 1955



Northeast  
Gulfport  
May 24, 1955



Mississippi City  
Handsboro  
Dec. 9, 1959



STRENGTH • STABILITY • INTEGRITY



Harrison County & Municipal  
Assessments 1960  
From material furnished by A. W.  
Beeson, Harrison County Assessor.

	Total County Assessments 1960	Increase of Assessments For Year 2,048,720
Real Estate	\$39,458,410	\$2,048,720
Public Util.	16,799,568	2,000,000
Auto & Trucks	8,500,500	399,697
Total for 1960	\$64,758,478	\$4,448,417

6.8% increase  
Total Assessments for 1956—\$46,205,-  
097; increase for four years—\$18,553,-  
381 — 28.65% increase.

County Assessment in Cities of  
Gulfport and Biloxi

GULFPORT	1959	1960
Land	\$ 3,220,490	\$ 3,237,575
Improve- ments	7,419,400	7,727,665
Personal	2,123,290	2,247,915
	\$12,763,180	\$13,213,155

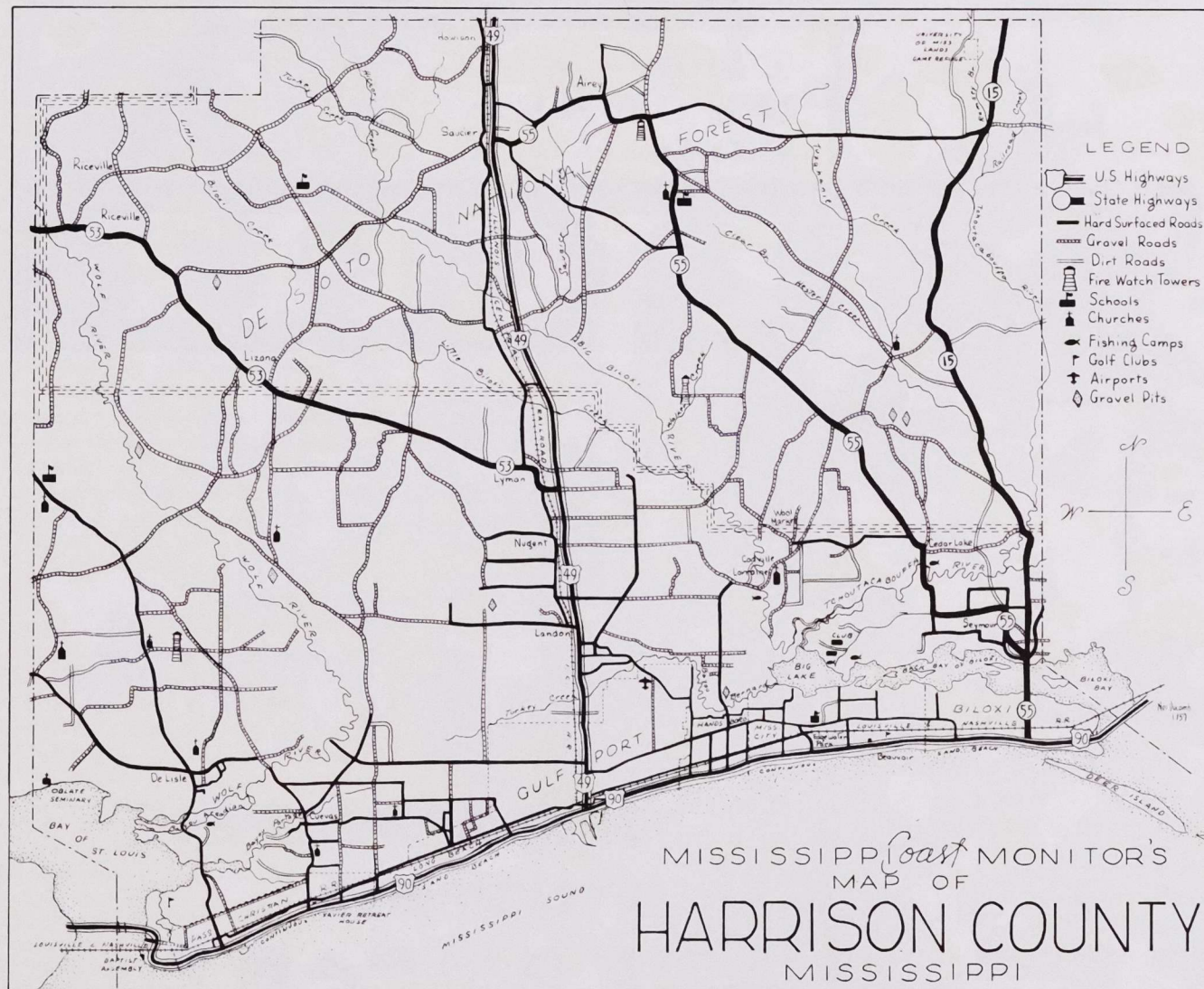
BILOXI		
Land	\$2,672,850	\$ 2,664,530
Improve- ments	5,748,355	6,007,305
Personal	1,531,405	1,636,305
	\$9,952,610	\$10,308,305
Total Assessments 1960		Land Roll—
% of Land Roll		
Biloxi and outside	\$15,110,210	38.3%
Gulfport & Long Beach and outside	\$19,303,620	48.1%
Pass Christian and outside	\$ 4,026,580	11.0%
Lyman, Miss. and outside	\$ 715,215	1.8%
Saucier, Miss. and outside	\$ 302,785	.8%
Totals	\$39,458,410	100.0%
Estimated 1960 Total Assessment by City of Gulfport will be—\$33,032,887		
Estimated 1960 Total Assessment by City of Biloxi will be—\$20,616,280		



Keesler Air Force Base Photo

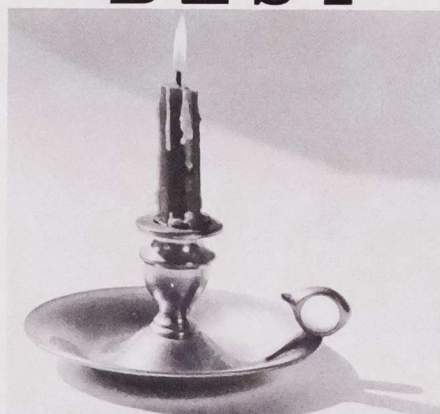
● A striking view of the new chapel at  
Keesler Air Force Base in Biloxi.

Qualified electors of Harrison County  
voted a 5 to 1 majority approving  
a \$5.5 million bond issue to begin con-  
struction of an industrial waterway,  
banked by industrial sites.  
This inland waterway, when complet-  
ed, will provide barge transportation





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Whale oil lamps served Roman families well fourteen centuries ago and the pewter candlestick, with its home-made candle, cast comforting light on the rough walls of log cabins in Colonial America. A Ray-O-lamp was a household prize during the Gay Nineties and kerosene made its glow brighten ornate parlors of that day. Now—its a flick of a switch and night hours are turned to bright hours through the magic of electricity. Yet light is only one of many jobs for the genie—ELECTRICITY. Household appliances, heat, refrigeration, communication, transportation and the giant—INDUSTRIAL POWER—all can count on ELECTRICITY—it serves BEST.

## MISSISSIPPI POWER COMPANY







Two-masted schooner docked at Gulfport Municipal Small Craft Harbor.

through the county, and will join with the Intracoastal Waterway from the Bays of St. Louis and Biloxi.

Harrison County is nationally recognized as the most famous resort area of the middle south United States. Each year millions of tourists visit this semi-tropical paradise, called the Riviera of North America. Outdoor sports and spectator events are planned for guests by the numerous palatial hotels and resort motor hotels which line the 28 mile long beach front.

Salt and fresh water fishing are available, with charter boat services from Gulfport and Biloxi for deep sea fishing. The following list includes some of the many fishing camps located in the county:

Kahler's Fishing Camp — located on Bayou Bernard, north of Mississippi City (Boats—live shrimp); Helen Richard's Camp on Fritz Creek, north of Handsboro (boats); Forest Park Fishing Camp—Bay of Biloxi, north of Edgewater Gulf Hotel (cottages, restaurant, cold drinks, boats, live shrimp, motors); Popp's Ferry Fishing Camp —Bay of Biloxi near Popp's Ferry (boats, live shrimp, tackle and motors, restaurant); Bob's Fishing Pier—Small Craft Harbor, Gulfport (live shrimp, boats).

Golf courses, most of them open to the public for daily green fee are:

Edgewater Gulf Hotel Course, East Beach Blvd., Gulfport, daily fee course, 18 holes, par 72. This course is open to the public.

Great Southern Golf Course, East Beach Blvd., Gulfport. Daily fee course, 18 holes, par 71. Application for membership must be approved by Board.

Gulf Hills Country Club Golf Course, Ocean Springs, Miss., located 15 miles east of Gulfport and about 4 miles east of Biloxi. Daily green fee course, 18 holes, par 72.



Municipal Pleasure Craft Harbor at Gulfport. Docked boats at right of picture are charter fishing boats. Public launching ramp for small boats is in the foreground.

With nets drying after a successful trawl, one of the luggers of Biloxi's famous Shrimp Fleet is docked at a Biloxi Bay wharf. Many of these picturesque boats are constructed by the master lugger builders of Biloxi.





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16

*and folks here have been going all out for Pontiac. With so much to see, so much to do, residents of Coastal Mississippi are on the go all through the sunny days and well into the starry nights. For driving pleasure, to hold the road as safely through the piney hills as on the beautiful scenic beach drive, so many have chosen the wide track Pontiac, with its smooth running engine and sleek smart lines. Of course, on the Golden Coast —*

*"For your sweetest deal*

*— in an automobile" — see*

**GEORGE PONTIAC PATTERSON**

102 East Beach

Biloxi

ID 22673







Many are attracted to Coastal Mississippi because of its fine golf courses.

Pass Christian Isles Golf Course, Pass Christian, 14 miles west of Gulfport. 18 holes, par 73. Application for membership must be approved by Board.

Sunkist Country Club Golf Course, midway between Biloxi and Gulfport. Private club, open only to members and their guests, and members of other country clubs, 18 holes, par 72. Application must be approved by Board.

Yacht clubs are located in Biloxi, Gulfport and Pass Christian, and are all Associate Members of the Southern Yachting Association.

Government installations located in Harrison County include, Keesler Field, Gulfport Naval Base, Veterans Administration, Veterans Hospital, Gulfport, and the V. A. Hospital, Biloxi.

The exact number of military personnel located in Harrison County is not available, but it is estimated to be between 25,000 and 30,000.

Harrison County invites consideration from commerce, industry, residents, and tourists. There are many advantages for the investor in retail and wholesale ventures with promise of good profits. It can supply every need for industry and sites are available. It is a healthy location, with good school systems, twelve month outdoor living, and no slum areas, making it ideal for rearing growing families. It offers quiet, secluded, beauty areas, moderate living costs, good housing facilities, cultural advantages, historic lore, recreational facilities and it also offers the maximum sought by tourists—agreeable climate, excellent accommodations — superior restaurants — gay night life — diversified daytime activities — scenic drives — legend — historical sites — Harrison County has much to offer those who seek fun — those who may be interested in change of abode — and investors seeking locations.

## SECURITIES INVESTMENTS

*We serve Coastal Area residents by assisting in the selection and purchase of any type investment. We provide current reports concerning the status of activities in diversified ventures with our perspective always keyed to the advantages available for our customers. Only by this procedure, this day to day contact, can investment decisions be accurately formulated.*

17

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The rich sheen of silk,  
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of carved ivory,  
delicate brushwork  
of Oriental artists  
greet the eye.

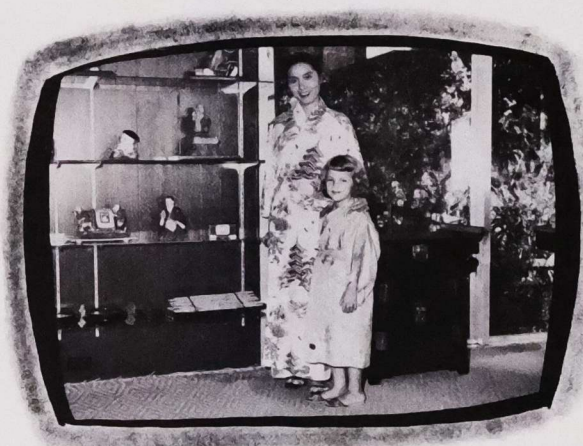
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a fine fabric, a style.

In a few weeks you'll wear  
a garment unequalled  
in distinction, fit, quality.

There's new excitement  
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at JOHN BELL—IMPORTER  
And don't forget  
There's informal modeling  
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at BUENA VISTA  
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# JOHN BELL • IMPORTER

by Caroline Kiefer

Elegance is the golden key used by John and Mary Canon Bell in unlocking the golden door to a new world of glamour for persons of fastidious taste.

Assisted by their son Jack and daughter Ann, this energetic couple traverse all parts of the globe securing exquisite fabrics to be used in creating handsome custom tailored apparel bearing the Bell label of quality. Skilled fashion coordinators confer with customers in selecting suitable materials, individual designs, and correctly detailed measurements, which are executed to perfection by the world famous artisans of Hong Kong.

Discrimination was used in applying the world golden to the business operated by John Bell, Importer. Three of the Houses of Bell are located on the fabulous Golden Gulf Coast of Mississippi, referred to as the Riviera of America. In two of Biloxi's well known resort hotels, the Buena Vista and the Sun 'N Sand, branches of this exciting business are established for the convenience of visitors. Midway between Biloxi and Gulfport, at Mississippi City, facing the white sand beaches and blue waters of the Mexican Gulf, stands the imposing main home of the House of Bell. Two new locations were opened this fall in the cosmopolitan city of New Orleans, one in the new Royal Orleans Hotel, where modeling will be a daily feature of the business, and the other across the street at 521 Rue Royal in the heart of the Vieux Carre, one of the most attractive tourist locations in the United States.

The new main home of John Bell, Importer, located in Mississippi City is constructed entirely of glass and towers majestically to a pagoda roof of laminated gold. Entrance is made by crossing arched oriental bridges which span a moat surrounding the building. The exotic excitement of the Far East is felt even before entering the unique structure, for the gardens are replicas of those of the east with blooming shrubs and luxuriant foliage.

On entering the building one is completely transposed to those far away places with strange sounding names . . . spicy scents fill the air . . . figurines of ivory, brass, and teakwood peep from around and under delicate silks and flamboyant brocades. Low oriental taborets and clever furnishings are inductive to relaxation while tea is served in true oriental

manner (or coffee for those with completely Americanized tastes). Time passes leisurely while attentive personnel are engaged in displaying the beautiful wares of the House. Selections are never hurried . . . time . . . courtesy . . . and the desire for complete satisfaction of each customer is the basis of the successful business built by the House of Bell. No caller ever leaves without feeling he has been most graciously received and warmly welcomed. Visitors are enjoined to browse and linger as long as they wish.

Perfumes, gifts, semi-precious and costume jewelry, and novelties from all countries create a cosmopolitan aura. Unlike most establishments so entrancingly set, prices are moderate, allowing everyone the privilege of purchasing from John Bell, Importer.

Clothing for men and women is the specialty of the House and those who purchase once from the House of Bell usually return. Nor is this a seasonal business. Wardrobes for each season of the year, adaptable for any climate in the world, are available. Linens, silks, fleecy wools, hardy tweeds, sheer cottons, golden and silvered brocades, all are shown to be made into clothing for round the clock use.

During a recent visit we were introduced by Mrs. Bell to two women from Santa Barbara, California, who spent almost an entire day making their selections. It was evident the women were not buying entirely for themselves since sizes and designs were at great variance. Curiosity was assuaged when departure was made by the women and Mrs. Bell said that they were owners of an exclusive women's dress shop in their native city, having come to the Mississippi Coast for the sole purpose of purchasing merchandise from John Bell, Importer. This proved intriguing since the West Coast is more closely associated with oriental imports than is the Gulf Coast. Further enlightenment came when Mrs. Bell explained that John Bell, Importer, in Hong Kong, employed the finest tailors of that city (their master cutter being the same artist who cut all the gowns worn by Miss Jennifer Jones in "Love Is a Many Splendored Thing"), and it was for this quality workmanship, in order to provide their customers with the finest tailoring, that the California women had made their jaunt. Sales slips to customers from all parts of the United States and from



Fascinating shade patterns play upon the walk, bridge, and wall, at the intriguing entrance of John Bell, Importer—your first indication of the unusual and delightful shopping experience that awaits within.

many neighboring and foreign countries were shown, verifying the fact that the business is known and serves people throughout the world.

In Hong Kong, John Bell, Importer, owns and operates three factories, where clothing for men, women and children is made.

A visit to the House of Bell, at any of their five locations will be an exciting experience . . . and a purchase bearing the quality label . . . JOHN BELL, IMPORTER . . . will assure the wearer of having secured the ultimate in elegant perfection, plus the knowledge of a wise investment for unsurpassed quality and individual styling, at prices far below those normally expected when purchasing from glamorous specialty shops.

One of the charming salesladies at John Bell's, who will assist you in selecting from the large stock of exquisite imported gift items. You'll find something for everyone—of every age.





THE MISSISSIPPI

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*A vital surging growth that is the result  
of the industry and diligence of its people.*

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to join us and so the upward trend in population,  
economic structure and development continues.*

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we serve the banking needs of the  
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*Oldest Bank on the Mississippi Coast*

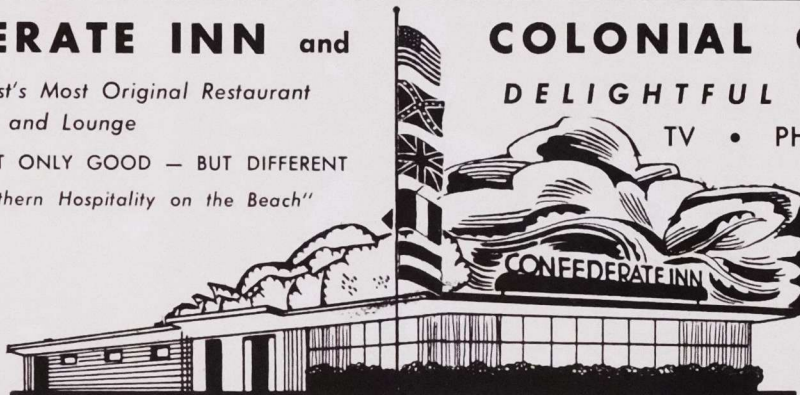
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## BILOXI •

by Caroline Kiefer

Biloxi is the largest city of South Mississippi and one of the oldest in the country. It is steeped in history and reflects the culture of many nations as eight flags have flown over it during its more than 250 years. Like all cities of the Mississippi Coastal region, it shows a percentage growth in population. The United States Census Bureau reports the 1960 resident quota to be 43,586, a gain of 16.5% over the 1950 census of 37,425. Biloxi Beat (Beat 1) of Harrison County shows a population of 57,367, and within a radius of six miles the population is estimated to be in excess of 75,000.

Older sections of the city reflect the French and Spanish influence of several centuries past, with narrow, winding streets, and European type architecture. In newer areas the streets are broad and straight, with modern homes, and advanced designs in commercial buildings.

The city is built on a peninsula, with its great fishing industry located at the east end on Biloxi and Back Biloxi Bays. Commercial development does not conflict with resort development.

Recognized as the Shrimp Capital of the World, more than 1,000 boats and 10,000 people are employed in the shrimp and oyster industry. The oyster industry is seasonal, opening in September and continuing through April, with canning beginning in late fall. There are two closed seasons for shrimping in inland waters, but no closed season in outside or oceanic waters of the deep gulf. Shrimp fishing is a year round occupation. July 1960 shrimp landings at Biloxi totalled 1,350,000 pounds. Twenty-two major wholesale seafood shippers are located in the city. The seafood industry is divided into five groups—shipping of raw oysters—canning of oysters—quick frozen shrimp—canning of shrimp—miscellaneous, which includes catching and shipping of fish, crabs, turtles, etc. Nets of all types are fabricated in Biloxi and used by fishermen around the world. The Mississippi Seafood Commission, an arm of the state government, maintains headquarters in Biloxi.

At the present time the city has neither the facilities nor water depth to handle ocean going vessels, however, deeper water has been approved for the port. Boats of all types are constructed in ship yards and outfitted through numerous machine shops. Marine ways and marine engine firms do

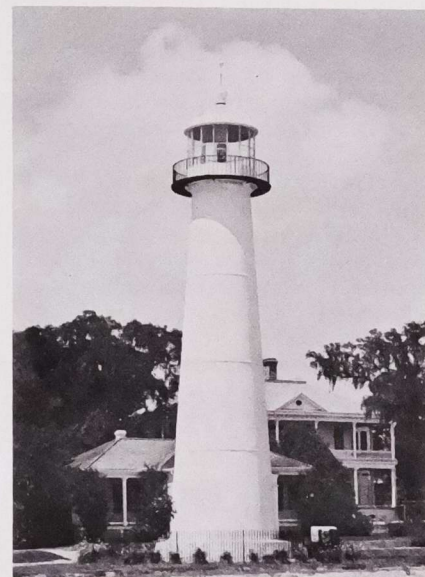


The Biloxi Community House on Beach Blvd. is traditionally Southern in its architectural style and is a center of activities for both residents and visitors.

•

The famous Biloxi Lighthouse is the most photographed landmark in the United States.

•



Biloxi Small Craft Harbor, with Biloxi Yacht Club in center of picture. Docked along the wharf that runs the length of this picture are private craft, charter boats for deep sea fishing, and excursion boats for offshore island sightseeing.







There are many boat ways at Biloxi where skilled hands are always busy keeping seagoing craft shipshape for Gulf Coast sailors.

a thriving business in keeping Biloxi's immense fleet in operative order.

A conservative estimate of \$40,000,000.00 was given on construction recently completed and under way in Biloxi. This figure includes twelve major projects for Keesler Air Force Base, with construction costs set at \$7,478,948.00; one phase of this program, the Capehart Housing Project, is under construction and will contain 240 units on 53 acres of ground.

Harrison and Jackson Counties voted for construction of a new toll-free bridge across Biloxi Bay. This four-lane concrete and steel structure is being built at a construction bid of \$5,964,840.00, and will employ 125 workers and require two years to complete construction. Work on the project began during summer, 1960.

Plans were approved for construction of the Howard Memorial General Hospital (county), to be located in Biloxi. This five storied building will be financed with local and federal funds and its estimated cost is \$2,586,150.00.

Biloxi maintains excellent school systems, and has recently appropriated \$4,500,000.00 for an expansion program in the public school system. One elementary school, containing 20 classrooms has been completed at a cost of \$309,500.00. Thirteen projects are included in this program.

A New Federal Building was completed and houses the Post Office and Federal Offices in the city. The former Federal Building was acquired by the city, extensively renovated, and now houses municipal offices. Dedication ceremonies were held in April, 1960.

An annex to the Bayou Auguste Negro Housing Development under the auspices of the Biloxi Housing Author-

ity, will include 145 additional units on 4½ acres of land. The entire development houses 11% of Biloxi's Negro population.

Additions will be made to the Veterans Administration Center and Hospital (National Soldiers' Home) located on seven acres of landscaped ground, facing the north Bay of Biloxi, and one of the show places of the Gulf Coast. U. S. Department of Wildlife and Fisheries employees at Biloxi posted 10,500 acres of land on offshore islands, as National Wildlife Refuges.

Figures received in June, 1960 reveal there is an estimated total of 15,180 workers in the Biloxi labor pool. Postal receipts for 1959 show \$44,580.00, an increase of 17.5% over 1958, while overall mail by volume increased 13.9% for the same period.

Recreational programs are carried out through the Biloxi Recreational Department. This Board plans an overall program through its Superintendent of Recreation. There are 13 playgrounds, including a little league park, tennis courts, swimming pools, and three community houses. Country, Yacht and Golf Clubs attract members and guests. The Yacht Club is an associate member of the Southern Yachting Association, and its members participate in all regattas of the area.

## REALLY enjoy dining... at ... The Coast's most Beautiful Restaurant

*If a truly fine meal is your pleasure—then Gus Stevens is your restaurant. Our own Rainbow Ranch provides the finest and freshest vegetables and meats and our expert chefs prove cooking is really an art. For true enjoyment of fine food in delightful surroundings—where dining is a pleasure—not a necessity—visit Gus Stevens.*



THE NEW

# Gus Stevens



Golf courses are open to the public for daily green fees, and country clubs are limited to members, guests, and members of other country clubs.

Many authentic ante-bellum homes are located in Biloxi, and the city is renowned for its oak trees. Twenty fishing camps, various wharves and piers, and fifteen deep sea charter boats are available from Biloxi. Twenty-five churches representing most denominations are located in the city.

Medical facilities include the 60 bed Biloxi Hospital, Keesler Field and Veterans Administration Hospitals, and services of 22 physicians and surgeons, 9 dentists, 4 optometrists, and 6 chiropractors are available, in addition to 50 physicians and dentists at Keesler Air Force Base.

Keesler AFB is the largest single business in the state. Installations and equipment are estimated to exceed well over a billion dollars, and the combined payrolls of this installation and the Veterans Administration Center total more than \$50,000,000.00 annually.

Biloxi is perhaps more closely associated in the minds of most people as a resort center. It has been rightly referred to as the Convention City of America (more than 100 conventions are held annually) — the Riviera of America—it is the playground of mid-America, and offers luxurious hotel accommodations, exotic night life, gourmet restaurants, year round sports, deep sea, salt and fresh water fishing, white sand beaches, historic sites, scenic drives, Theatre of Music and Arts, and Little Theatre; its play spots are open twenty-four hours daily.

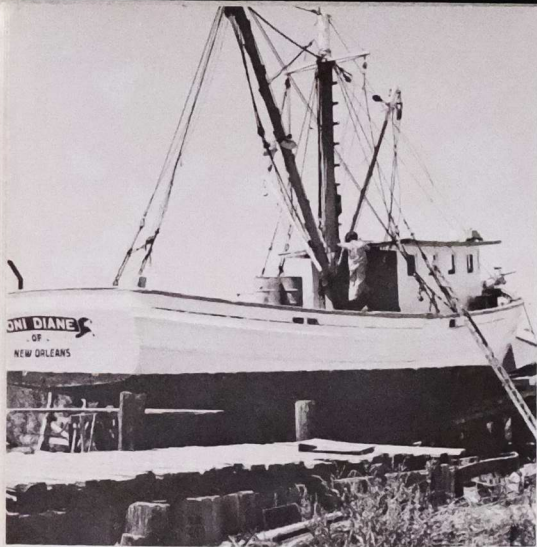
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The city maintains an excellent Chamber of Commerce, and Mr. Anthony Ragusin, Executive Secretary, will on request, supply detailed information on any or all phases of the City of Biloxi.

More than any city of the state Biloxi offers contrasts. The old and the new, the side-by-side operations of modern industry along with traditional ventures of generations. The quickened pulse of today's business activities and the relaxing atmosphere of its resort areas. This is Biloxi . . . basking in the sun of its semi-tropical climate and gazing at the dancing waves of the Gulf of Mexico, extending an invitation to all America.







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YOU CAN BELIEVE THOSE STORIES OF A  
**TREASURE** *on the* **COAST**  
 OF MISSISSIPPI

...**X**.....INDUSTRY...

*finds an ideal location*

Space to grow, excellent water supply,  
 labor to produce goods,  
 transportation to supply and distribute,  
 a sound municipality aware  
 of its potentials for the future.



...VACATIONERS...**X**

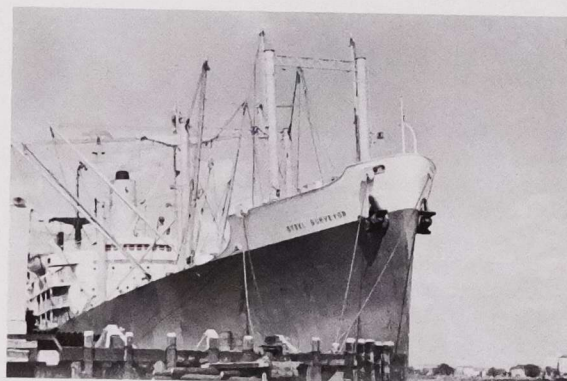
*fine sun and fun*

on the shores of the beautiful Gulf of Mexico.  
 Leisure is supplied with every diversion,  
 swimming, fishing, golf, riding,  
 sites of historic beauty in a land  
 where flowers bloom throughout the year.

...**X**..COMMERCE...

*finds a gateway to  
 the nation and the world.*

Superb highways and excellent rail service  
 connect this superior port city with the rest  
 of the nation. A deep channel and harbor  
 accommodate ocean going vessels to and  
 from all ports of the world.



**GULFPORT**

IN  
 HARRISON  
 COUNTY

*the "PLANNED City" on the Mississippi Gulf Coast.*



## GULFPORT •

by Caroline Kiefer

Gulfport was incorporated as a city in 1898, nearly two centuries after the settlements of Biloxi, Pass Christian, and Bay St. Louis had been established by d'Iberville in 1699.

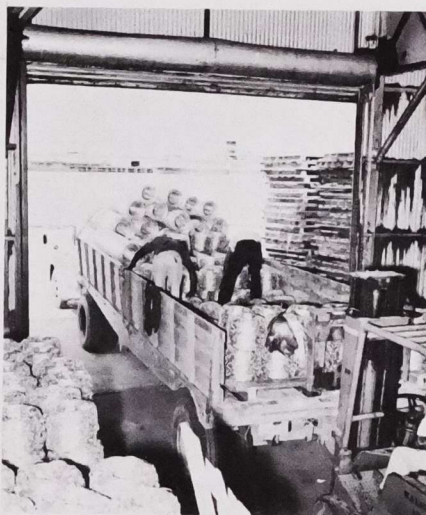
During the year 1884 the southern terminus of the Gulf and Ship Island Railroad was selected and christened Gulfport. For several years following, all work on the project was abandoned. Later a contract was made with a construction company of Bradford, Pa., to complete the railroad. Captain J. T. Jones, owner of the company, sent a representative to finish the work. Upon completion, Captain Jones purchased the state's interest and built the road as far north as Jackson, Miss. The United States Government and the State of Mississippi donated about 15,000 acres of land to aid in the building.

It was not until 1902 when Captain Jones (later to be known as the father of Gulfport) moved to the city, that it began its growth. It was during this year that the first ship docked at what was later to become Mississippi's principal port.

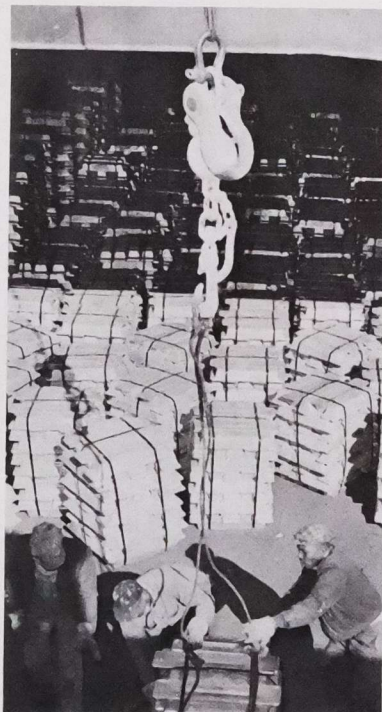
In 1905 a trolley line was built along the Harrison County Coast line by the Jones interests. Captain Jones, Master Builder and Industrialist, invested sixteen million dollars building the harbor, electric light plant, the Great Southern Hotel, the First National Bank, the Creosote Works, street utilities and privileges, and the court house yards. These monuments are today in other hands; the Gulf and Ship Island Railroad is now the Illinois Central Railroad, the Mississippi Power Company owns the electric power lines; the state now manages the port. A small craft harbor and Yacht Club sites were presented the city by heirs of Captain Jones.



Today Gulfport promises to become one of America's great port cities. Above ammonium nitrate is loaded for export. At right a view of warehouse and rail facilities which line the docks. Below, wire from Belgium is loaded on trucks for shipment.

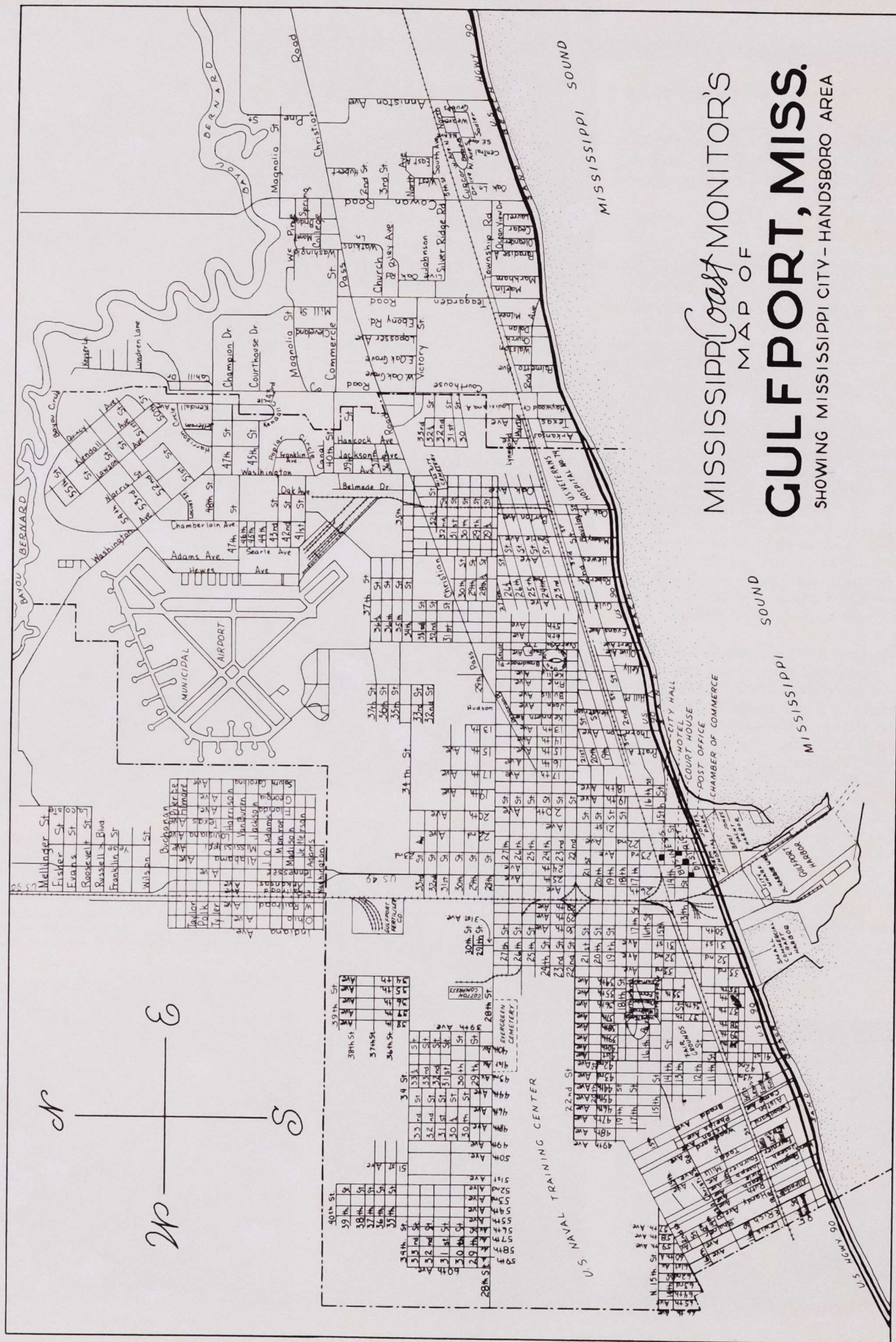


Many and varied are the products which pass through this busy port for export and import. Lower left, jute bagging from Pakistan is stored in dockside warehouse. Center, aluminum ingots gleam in a ship's hold. Below, unloading the first shipment of bananas from Ecuador in March of 1960.



All photos on this page courtesy Port of Gulfport.





MISSISSIPPI *Coast* MONITOR'S  
MAP OF  
**GULFPORT, MISS.**  
SHOWING MISSISSIPPI CITY - HANDSBORO AREA



Located midway on Mississippi's beautiful 28 mile long, 300 feet wide man made beach, Gulfport is the business hub of Harrison County. Five million travelers are estimated to have visited the area during 1959, spending approximately \$50,000,000.00.

The 1960 census shows the population of Gulfport to be 30,043 as compared to 22,659 in 1950. The major portion of its people are employed in retail and wholesale trades.

Two national highways cross through the city, U. S. 90 serving east and west traffic, and U. S. 49 accommodating north bound traffic. Travel distances from Gulfport to Jackson, Miss. are 157 miles north; to Mobile, Ala., La., 75 miles west. A traffic check made during 1959 shows a daily average on Highway 90 west in Gulfport of 13,003 vehicles; on Highway 90 east, 18,170 motorists. Transportation facilities include two railroads, the Louisville and Nashville, offering passenger and freight service east and west, and the Illinois Central offering freight service north. By train Gulfport is less than twenty-four hours distance from Chicago, Ill. Two continental bus lines, and eleven major truck lines have terminals in Gulfport. Fast mail and passenger service are offered by two airlines which operate from the city.

A climatological summary prepared by the U.S. Department of Commerce Weather Bureau and the Gulfport Industrial Committee show the latitude at 30 degrees 24 feet north; longitude at 88 degrees 54 feet west; elevation to 28 feet. The average yearly mean temperature is 68.4 degrees, with absolute minimums and maximums from the period 1927 through 1955 of 14 degrees minimum and 104 degrees maximum. Average annual rainfall is 57.81 inches; with the totals for the driest year on record—1938, of 34.64 inches, and the wettest year—1948 of 87.65 inches. Snow averages during a 25 year survey show .1 annual average trace.

As the center of the resort area of Coastal Mississippi, Gulfport offers excellent traveler accommodations. Within a twelve mile radius are 138 restaurants and 180 hotels and motor courts. A number of fine golf courses, located on the beach front and on bayous within easy travel distance to the city, are open to the public for daily green fees. Tennis courts, bowling alleys, swimming pools, duplicate bridge clubs, city parks, skating rinks, shuffle board courts, winter tourist clubs, and historic places of interest are inducements for visitors, and new resident potentials.



Abounded by lakes, rivers, bays and bayous and fronted by the Gulf of Mexico, the area is a paradise for fresh water and deep sea fishermen.

Superior hunting grounds are within a few miles of travel from the city.

Year round athletic directors are employed by the city for supervised activities in school and on playgrounds and in parks. Broad white sand beaches, safe bathing in the protected waters of the Mississippi Sound, motor and sail boating, and all types of aquatic sports constitute a few of the many attractions which annually draw so many visitors to this area. Gulfport also boasts the world's largest Marinearium, where trained denizens of the deep perform at scheduled hours of the days and evenings.

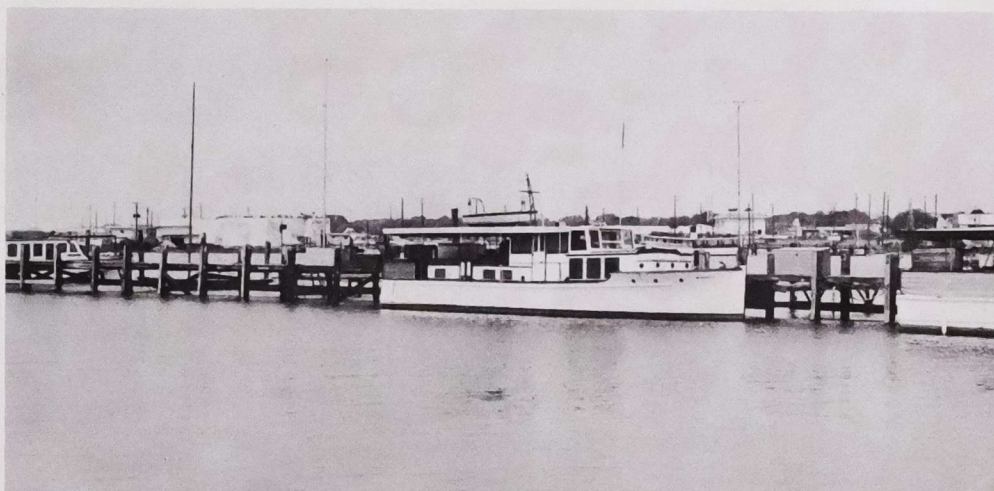
The city operates under code charter and is served by a Mayor and two Councilmen, elected at four year intervals. The city maintains excellent fire and police departments, and modern library facilities. Eight deep artesian wells provide pure, soft water for the city, which is also serviced with a complete sewerage system. Communications are available through radio and television, and telephone accommodations. A daily afternoon newspaper is published in Gulfport and circulated through the entire coastal area.

This odd cargo caused quite a stir of excitement among coast sportsmen this summer, as it meant good future red snapper fishing. The barge load was dumped offshore at a designated spot to create an artificial snapper reef.

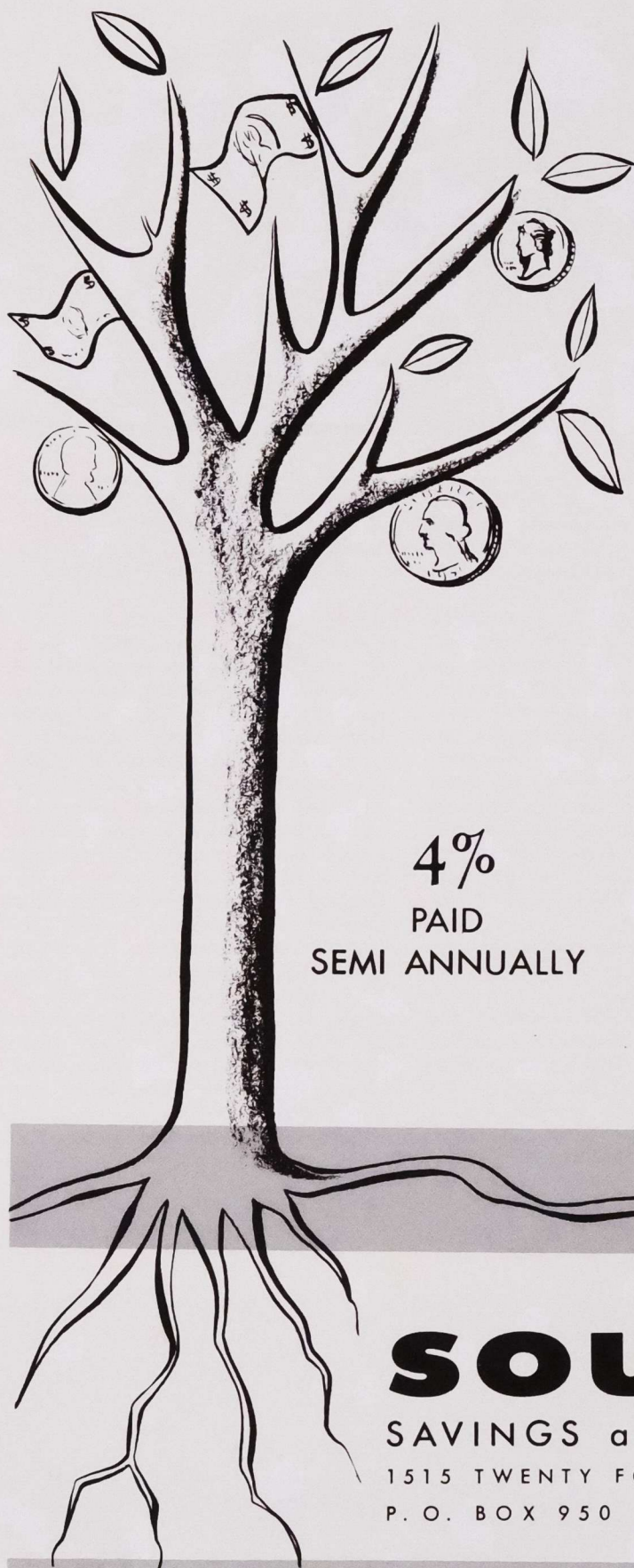
The Gulfport public school system for white students is comprised of eight elementary schools for primary grades one through six; two junior high schools for grades seven-eight-nine; and one high school for grades ten-eleven-twelve. Negro schools include four elementary, one junior high, and one high school. The public white schools system employs 211 teachers and 11 administrative personnel. The Negro plant employs 50 teachers. The Gulfport High School is fully accredited by the Southern Association of Colleges and Secondary Schools, and offers extra curricula courses such as music, art, manual training, commercial work, domestic science. In addition to the public school system there is a Catholic School employing approximately 20 teachers, and consisting of an elementary and high school. The

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The large yacht harbor with its many craft at anchor immediately identifies Gulfport as a sportsmen's center.







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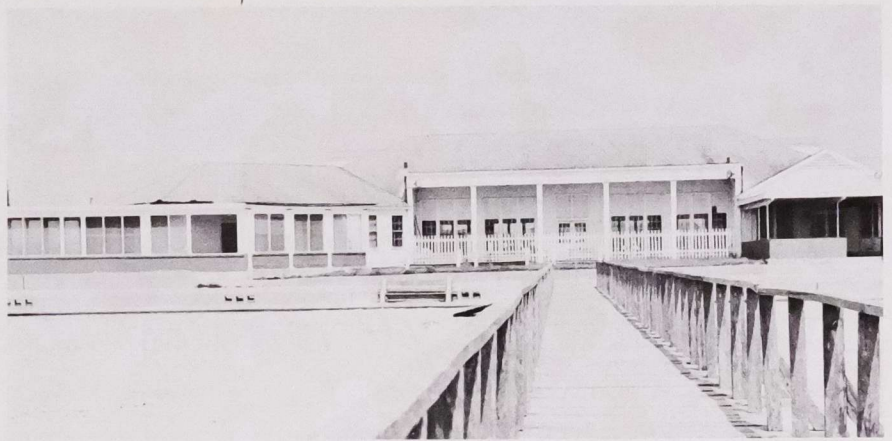
Gulf Coast Military Academy, a private boarding school for boys from first through eighth grades, is also available to day scholars. Nearby Gulf Park Junior College for girls offers two years of high school and two years of college work, with accommodations for approximately 230 boarding students and a limited number of day students.

In this rapidly growing city by the sea, new real estate developments are keeping abreast of the expanding population and modern attractive homes are being built in tree shaded residential areas. Cost of housing is moderate, and rental properties, furnished and unfurnished are available. Under Mississippi's Homestead Law residences occupied by owners are exempt from ad valorem taxes (not including school tax) up to \$5,000.00. Assessment practices in the city are about 30% of true value, reducing taxes on most homes about 50%; typical examples of total taxes (city, county and state) on home valued at \$22,000.00 was \$200.00; another valued at \$16,000.00 was \$165.00.

A modern city and county hospital with 134 beds is located in Gulfport and was completed in 1954. A new addition, completed in 1960, provides an additional 62 beds and an out patient department. There are approximately 65 physicians and surgeons located in the city covering most of the specialized fields. Services of dentists, physical therapists, and optometrists are also available. Seventy-five registered nurses and seventy-six practical nurses are registered in the Gulfport area.

Bank deposits as of April were \$30,903,621.54 as compared to figures of April, 1951, which show \$18,969,572.00. Postal receipts were \$28,489.19 for April 1960, as compared to \$17,531.37 in April, 1951. Gas meters in service in the city are reported to be 12,539, electric meters 14,798; telephones in service 1,425. Retail sales through June 1960 were \$5,048,188.00, as compared with June 1951 of \$2,993,766.00. During a nine year survey retail sales have increased from \$35,023,930.00 to \$57,484,870.00 in 1959. Trade events were staged in the city during February, June, August, and December 1959, and these months show the greatest gains last year.

One of the Coast's most well-known and successful ventures is this unique shop just east of Gulfport which specializes in imported gifts and custom-made clothing and is nationally known as John Bell, Importer.



Gulfport Yacht Club is the scene of regattas and other gala sailing events.

Some of the principal manufacturing and processing plants in Gulfport, (indicating the diversification of industry) are:

Alpine Division Masonite Corp., Synthetic resins; Chemfax, Inc., chemicals; Dedeaux Packing Co., Inc., meat products; Fairhaven Fisheries, cat food; Faulkner Concrete Pipe Co., concrete pipe; Gulf Coast Milling Company, manufactured feed; Gulf Paint and Chemical Company, paint, varnish, etc.; Gulfport Creosoting Co., creosoting timber; Gulfport Glass Company, glass bottles; Gulfport Piping Company, steel pipe fabricating; Gulfport Vegetable Oil Co., tung oil & meat; Industrial Steel & Machine Works, steel fabrications; Irby Bros. Machine & Iron Works, steel fabrications; Kremer Motor Co., marine motors; Ludlow Mfg. Co., jute yarn, roving twine; Simpson Canning Co., seafood canners; Standard Block Co., concrete blocks; Glenbrook Laboratories, Sterling Drug Company, Phillips Milk of Magnesia; Ventilated Awnings, Inc., Zephyr awnings; Williams Pecan Co., shelled pecans; Olin Mathieson Chemical Co., aluminum extrusions; Mississippi-Gulfport Compress & Warehouse, cotton.

Industrialists are finding the mild climate, ample supplies of water, transportation facilities, and adequate skilled and unskilled labor sources, attractive for expansion programs. Retired persons seeking a location for relaxation along with moderate cost conditions find this and more in Gulfport. For a growing family, the perfect situation for happy, healthy living is here, for there are excellent schools, numerous means of recreation and a year round agreeable climate. Vacationers and tourists are offered a year round playground, where days and nights may be crowded with pleasures, or where time may be spent in idle relaxation so essential in these days of tensions and strains.

Gulfport may also boast of its fine Chamber of Commerce, which operates under the alert management of Mr. Sam Williams. Detailed information on the city and surrounding areas may be obtained upon inquiry by addressing Gulfport Chamber of Commerce—P.O. Box 1021—Gulfport, Mississippi.





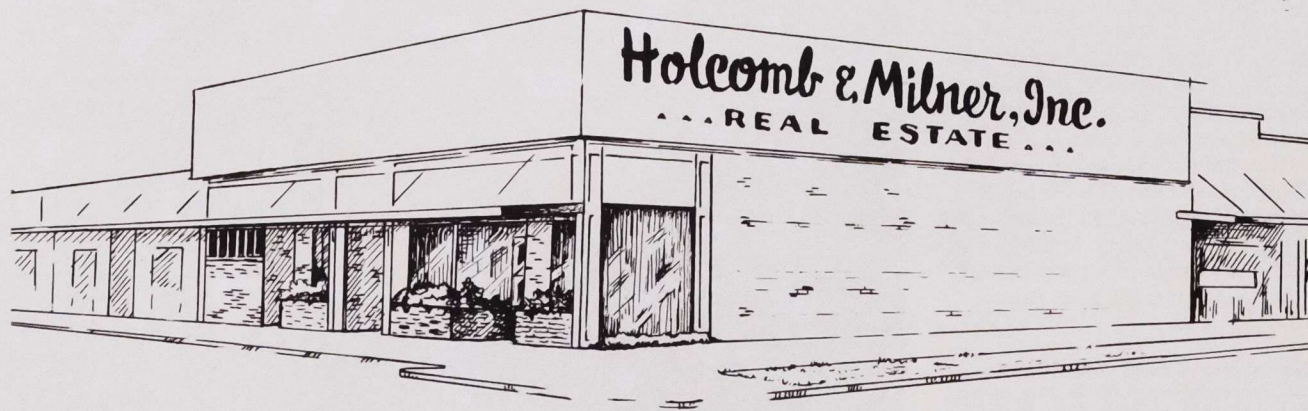
*When does a community really begin  
its greatest development?*

Signs of great development that presage the expansion of a community into proportions of national importance are always manifest first in the desires of the individual for the best obtainable in dwellings and services for himself and his family. Awareness of the existence of this need resulted in the development of Beach Vista, the Mississippi Coast's most beautiful subdivision. To further meet these growing demands, Holcomb and Milner, Inc. have plans underway to build and develop in all areas of needed expansion. We have dedicated ourselves to keeping pace with the surging growth that is so evident in this land of bright promise. It is indeed our privilege to serve the people of South Mississippi.

## **HOLCOMB and MILNER Inc.**

**DEVELOPERS OF  
BEACH VISTA IN  
PASS CHRISTIAN  
the prestige subdivision  
of the Gulf Coast  
of Mississippi**

**REAL ESTATE • RENTALS • INVESTMENTS • MORTGAGES**



**GULFPORT • ACROSS FROM THE MARKHAM HOTEL . . .**



# HOLCOMB and MILNER Inc.

by Caroline Kiefer

Vision and forethought were used by the firm of Holcomb and Milner, Inc., with their purchase of one thousand acres of land to be used for the purpose of developing one of the finest residential subdivisions to be offered in the Deep South.

Along the moss draped, tree shaded shores and banks of Bayou Portage and Bayou Arcadia, a scant two and one half miles inland from the famed blue waters of the Mexican Gulf, three thousand lots and homes are being planned by this far sighted firm.

Situated in Harrison County, just north of the exclusive resort town of Pass Christian, the area is being developed by Holcomb and Milner, Inc., particularly for the convenience of persons seeking the most pleasant living conditions for retirement years.

In this part of the southland, the year round mild weather, with an average mean temperature of sixty-eight degrees, is conducive to easy, relaxed living and further assures moderate living costs.

Approximately sixty-five miles east of New Orleans, La., and seventy-five miles west of Mobile, Ala., the area has superior national highways for motoring, and regularly scheduled bus and train facilities. Large cities may be reached in about ninety minutes driving time, thus offering accessibility for both town and country pleasures and conveniences. The glittering Mississippi Golden Gulf Coast, with its diversified attractions and amusements is within fifteen to thirty minutes drive from the development. The serene beauty of the location, the fertility of the land which makes possible the cultivating of exquisite gardens, the deep artesian wells which provide pure, soft water, the waterfront sites where boating, swimming, and all aquatic sports may be enjoyed, are but the beginnings of what is being planned by Holcomb and Milner, Inc., with this development.

In addition to natural waterways, a series of canals will be dredged, which, winding through the area will provide waterfront sites for most of the land in the development.

Plans by the developers are for building sites and homes to be within the price range of most persons, since sites and homes will vary from moderate to higher price brackets.

Restrictive covenants will differ for various areas according to price range, but covenants will assure protection

for all home owners in the various divisions of the area. Certain areas within the tract will be designated for the more modestly priced types of dwellings, while others will be reserved for the ultra exclusive types which embrace the luxurious.

All utilities are available, and upon completion the development will encompass some three miles of waterfront properties, interspersed with charmingly landscaped parks.

Availability for good golfing is another feature attraction of the location. The project lies within two miles

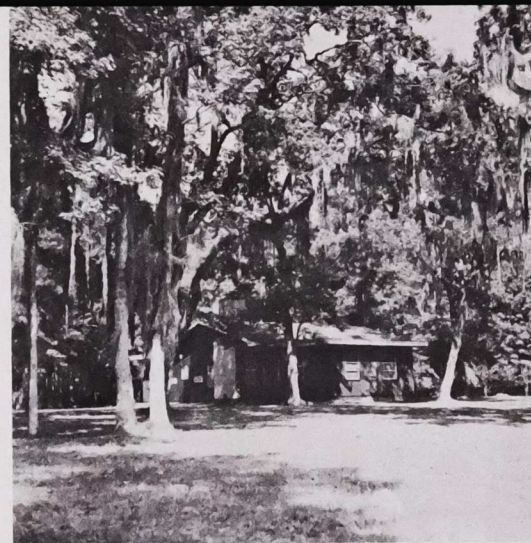


of the excellent Pass Christian Isles Golf Course, where club membership or daily green fee make this sport easily accessible for those who participate, or for those who just enjoy being spectators of the game.

A prime feature of the Mississippi Gulf Coast is the excellent school systems of the area. Private, parochial, and public schools are all accredited, with transportation systems provided in most instances.

Due to lack of climatic excesses, and because of ground elevations, this area has been proven one of the healthiest in the entire United States. Gentle southern breezes waft aromatic scent from majestic pine trees, while spreading oaks provide refreshing shade spots.

Certainly no developers have been more discerning in selecting home sites for potential dwellers than have Holcomb and Milner, Inc., when they opened this immense tract of land. And it is a certainty that the next few years will see the development emerge as one of the most desirable for those who seek the best possible advantages when investing in their DREAM HOME COME TRUE.



Lovely retreats like this one, set amid moss-draped trees, will provide some of the most beautiful residential sites in the entire coastal region.

A relaxing view of one of the many natural waterways in this carefully planned development.

Scenes of unequalled beauty will indeed lure many here, where living conditions are ideal and recreation facilities at their finest.







A typical Beach Vista street.

#### Beach Vista—The Prestige Subdivision

The prestige subdivision of the Mississippi Gulf Coast may be summed up in two words—BEACH VISTA—

Facing the white sand beach and rippling blue waters of the Gulf of Mexico, on the west end of historic Pass Christian, this exclusive residential area was selected by Holcomb and Milner, Inc., as a development for persons of fastidious taste.

The elegant homes erected are completely modern, and are surrounded by lovely garden areas. Ancient moss-bearded live oak trees spread their mighty boughs to provide cooling shade from brilliant sunlight.

A handsome tiled swimming pool, enclosed within a park, is for the exclusive use of residents.

Accredited private, parochial and public schools, with grade ranges from kindergarten through junior college, are easily available for students who reside in beautiful Beach Vista.

Shopping centers are readily accessible, and excellent highways of the area provide miles of scenic drives. New Orleans, La., is approximately fifty-five miles east, and Mobile, Ala., about seventy miles west on Highway 90.

Water sports, yacht and golf clubs, superior fresh and salt water fishing grounds, and hunting preserves are but minutes away for residents of Beach Vista.

Planned for perfection, exquisite Beach Vista is the perfect example of why fastidious thinking buyers confer with Holcomb and Milner, Inc., when contemplating the purchase of a home wherein they may achieve the ultimate in gracious living.

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# Long Beach • MISSISSIPPI



**a busy  
growing  
city....**

**...where  
business  
is booming**



There's a record dollar growth here that's the pride of the business men of Long Beach—and there's need for more small business to meet consumer demand. A record population increase is the cause of it all. Folks who visit our city soon realize that Here is the spot they've dreamed about, the setting perfect, the climate ideal, the atmosphere of friendliness and prosperity is immediately obvious. For leisure time—well, there's fishing, swimming, hunting, boating, gardening, golf, take your pick—

*-there's fun  
year-round-  
at Long Beach*

MISSISSIPPI



# LONG BEACH

by Caroline Kiefer

Long Beach has the distinction of ranking fifth among the cities of the Mississippi Coastal area in percentage growth during the last ten years. A gain of 76.1% is shown by comparative figures released in a preliminary report by the U. S. Census Bureau, with a 1960 resident quota of 4,759 as compared to 2,073 in 1950.

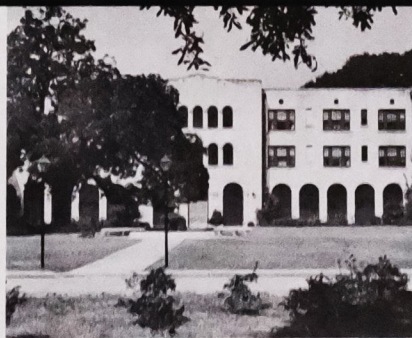
To a great degree the city has remained a resort and residential center, although like all cities of the area it has much to offer, and invites industry to give consideration to its many advantages.

Facing the Gulf of Mexico, Long Beach has an east-west beach frontage of four and a half miles with U. S. 90 running parallel and traveled by thousands of motorists daily. It is along this strip that a number of fine resort motel hotels are located, and the 300 feet wide, well kept sand beach is unmarred with buildings. A rock pile juts several hundred feet into the water, and from this extension crabbing, fishing and shrimping are enjoyed.

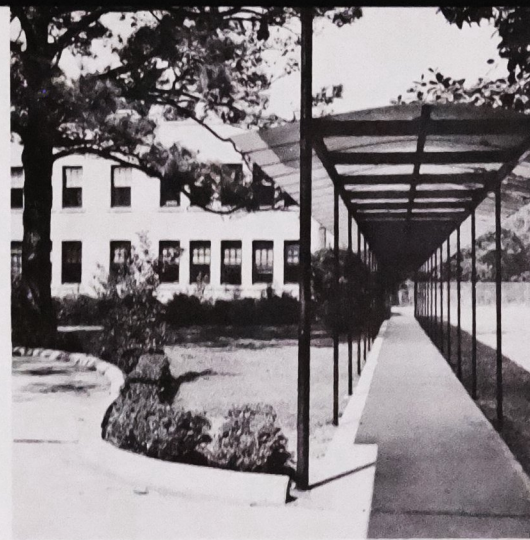
A majority of the wage earners are engaged in retail and wholesale business, or are employed in adjacent locations. Long Beach is separated from Gulfport on the east, and Pass Christian on the west by corporation lines.

The main line of the Louisville and Nashville Railroad bisects the city (east and west) providing freight and passenger service. Greyhound and local bus lines accommodate public motor transportation.

Considerable new construction has been completed during the last several



The beautifully landscaped grounds of Gulf Park College face the Gulf at Long Beach. At right is an attractive covered walk on this lovely campus.



years, including a new City Hall, school buildings, business houses, dental clinic, and Post Office, the latter dedicated in September.

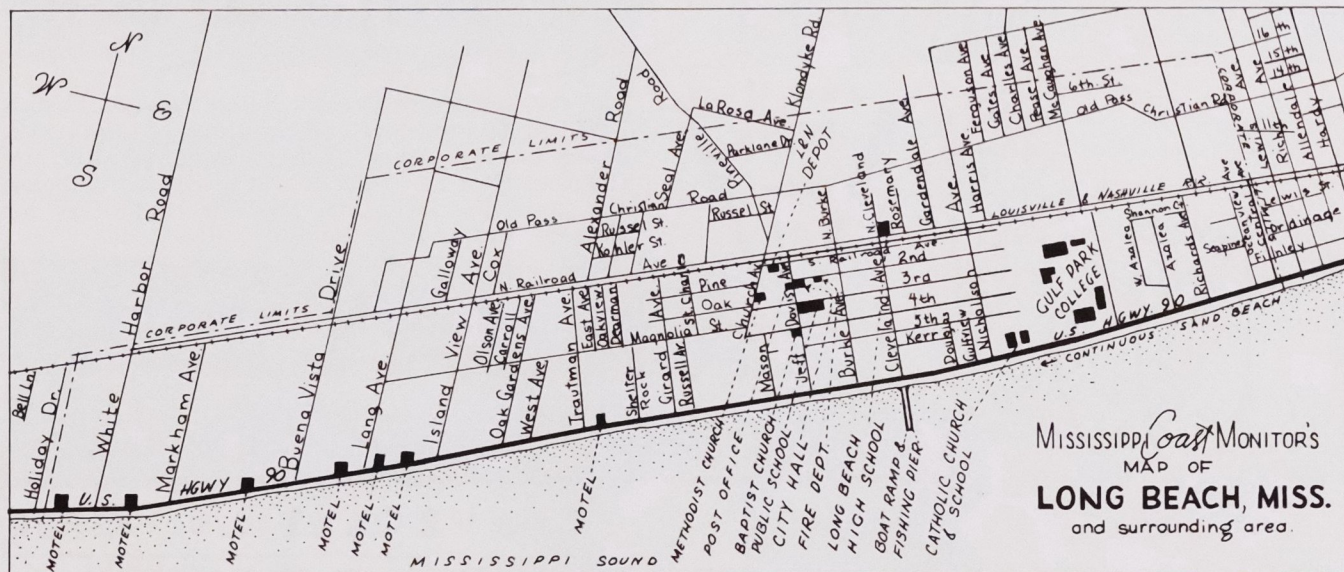
Gulf Park, a nationally known junior college for young women, is located in Long Beach, and attracts students from all parts of the country, offering accommodations for boarding and a limited number of day scholars.

A Federal loan has been applied for by the city, and if granted, will be used to finance preliminary surveys for plans for a proposed new sewerage and drainage system.

The way was cleared recently for limited commercial development on a strip of beach frontage along Highway 90. The State Supreme Court upheld a county court ruling which affirmed the validity of a city ordinance adopted in 1957. The city attorney advised that investors have been interested for sometime in erecting a shopping center in this location, and with the way cleared it is anticipated by the authorities that work on the proposed project will begin shortly. This will be a step forward in further developing this alert, and rapidly growing small city.



St. Thomas Catholic Church, on Beach Blvd. in Long Beach is a familiar landmark to travelers. Seawall and beach are in foreground.





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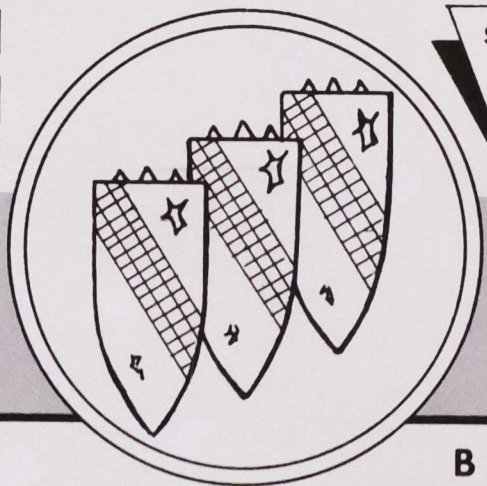
34

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*the car of the 60's*

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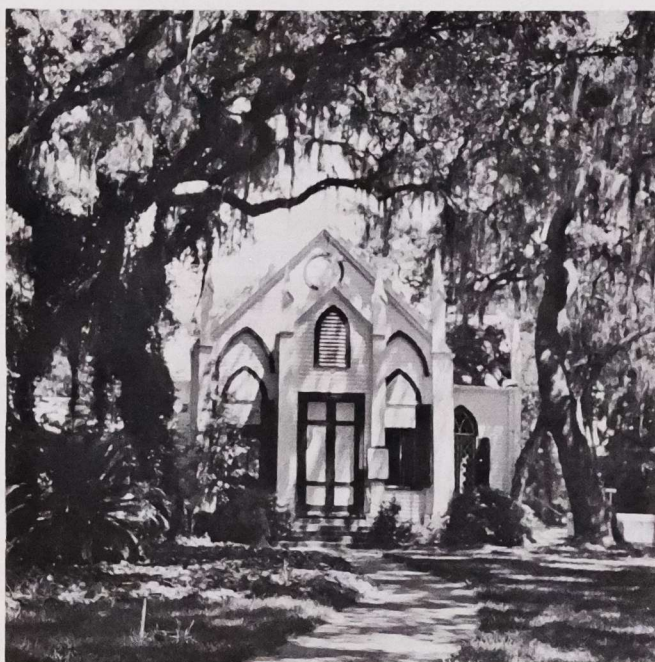
See the sixty-onederful Chevrolet — the new-size, you-size Chevrolet.  
You'll want to drive all day in your Chevrolet — in comfort, style and beauty!





# THE SCENIC CONTRASTS OF HARRISON COUNTY

There is much that delights the eye of the visitor and resident in this fascinating county, a study in contrasts in scenic beauty—in its entire way of life. It has the ability to enjoy relaxation, yet build for tomorrow; to retain the gay frolic of Mardi Gras—yet cherish historic churches, antebellum homes, landmarks. Fishing here is an engaging hobby and big business. It is small wonder so many who come as visitors, remain as residents.



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## THE WATSON INSURANCE AGENCY, INC.

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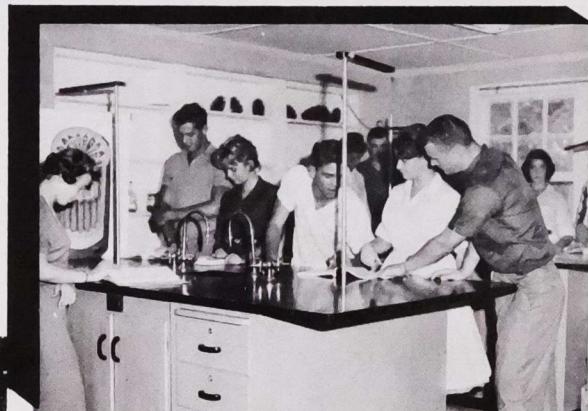
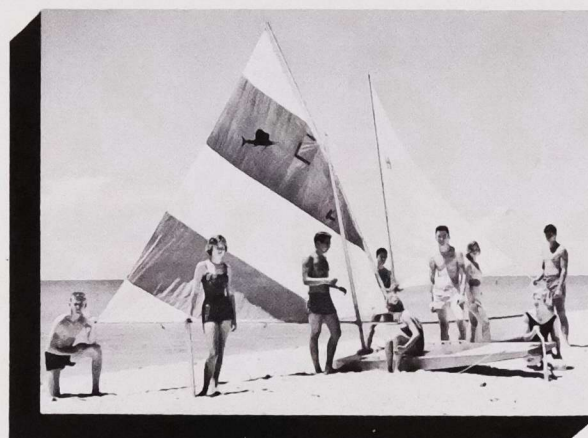


# THE KERN SCHOOL

PASS CHRISTIAN  
MISSISSIPPI

## a school of distinction

overlooking the Gulf at beautiful Pass Christian, the Kern School offers everything that is fine and cultural in a living education for youth. A complete academic program embracing an accredited kindergarten, elementary and high school; college preparatory; accelerated and remedial reading; individual instruction. Music, arts and crafts, ceramics, dancing, all sports including swimming (pool), golf, tennis, baseball, football, horsemanship. Naval military program for boys. BOARDING AND DAY SCHOOL—for boys and girls.



36

write or telephone for information.

- 923 East Beach, Pass Christian, Miss.  
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the best for your child...



# THE KERN SCHOOL •

by Caroline Kiefer

"A good school is not just an institution where students are prepared for life," said Albert J. Kern, Headmaster and Founder of The Kern School. "It is life for those students who are enrolled with us. Feeling this, we attempt to give the utmost possible in establishing a home where love, affection, understanding, and intelligent discipline are as much a part of the inheritance of youth as are the primary 'R's' of education."

With an approximate enrollment of 105 students, the Kern School is an excellent example of the tremendous part such small private institutions are playing in educating young America of today.

Boarding and day scholars are enrolled from kindergarten through twelfth grade. When planning and founding the school in 1952, Albert Kern and his artistically talented wife made a departure from the usual by separating the school from the home. With children of their own, the couple are strong believers in the beneficial influence good homes lend in producing better students. They have, wisely it seems, separated living quarters from boarding students at sufficiently short distances from the principal school building, so as to create the feeling of "going home from school" when classroom sessions cease for the day.

The school plant encompasses the building which houses the classrooms and two plantation type homes. In these gracious old southern mansions, one allocated for boys and one for girls, the students and members of the faculty reside. Each home has the services of a House Mother and nurse. Following dinner in the evenings, members of the faculty assist students with assignments.

In addition to Mr. Kern, Headmaster, Mrs. Kern lends her talents as an inspiring influence in teaching interested students the fundamentals of ceramics and other phases of art. The faculty is composed of twelve master instructors.

Small classes are maintained in order to give the individual student the benefit of individual tutoring. Children working at a lower than average rate are given encouragement and the ability to achieve goals. Those working at better than average rates are allocated extra work and courses deemed advisable to reach the maximum of their capabilities.

Since the aim of the school is preparing students for higher education, college preparatory work is an important phase of the school program. Not only is academic achievement stressed, but the personality growth and development of the student is considered a most important concern of the school and its instructors.

In addition to academic work the school offers a wide range of recreational activities. Memberships are held by the school in yacht and golf clubs, and other organizations which provide proper relaxation for young minds and development for young bodies. There is a private swimming pool on the spacious campus. Dancing, boating, beach parties, athletics, horseback riding, archery, picnicing, are but a few of the extra curricula activities offered by the school.

In interviewing Mr. Kern relative to his school, he particularly stressed that due to the times, when all young men are required to participate in some form of military service, the school has instituted a Naval Training Program for boys. The athletic coach and sports director is a former Lieutenant Commander of the Navy with a background of teaching and coaching boys in boarding schools. In the near future, when a sufficient number of students are enrolled in this program, the United States Navy will provide an instructor and material for this phase of operation. At such time, and free of political machinations, the school will be awarded two annual appointments to Annapolis. Only six other preparatory schools in the country have been accorded this honor.

"Reading is a necessary skill", continued Mr. Kern. "In our school great stress is given this important subject and advanced students are taught accelerated reading, with remedial reading techniques when needed, forming an integral part of the school program." Languages are stressed. Among the many and varied subjects taught through primary and high school grades are choral reading, phonetics, literature, conversational and grammatical French and Spanish, laboratory work, conversation, civics, ancient, medieval modern, world and Mississippi history, dramatics and expression, music, library research technique, vocational guidance. In the senior division of the high school, economics, sociology and American government, journalism, me-



One of the attractive school buildings at the Kern School in Pass Christian.

chanical drawing, and a full course in mathematics, constitute some of the courses included in the curriculum. The Kern School is accredited without restriction in primary and high school subjects.

In addition to the regular school term, there is a summer school and camp. Outdoor activities, under personal supervision provide training and correct guidance for play hours. Courses are offered in summer school (elementary and high school) for those who desire additional credits. Young persons enrolled in summer camp are eligible for enrollment in summer school. Camp and school may be combined or one or the other are available.

Located in one of the healthiest spots in the United States where the average temperature is 68 degrees, where deep artesian wells provide pure, unadulterated water, where year round outdoor activities may be participated in, where gracious and refined living are emphasized as an important factor of daily living, where education has been stressed for several centuries in superior small private schools, where a highly proficient Headmaster selects a faculty with the individual student in mind, all of this and more are offered by the Kern school.

Serious consideration should be given by all parents who may be interested in finding the right school for their child, and serious consideration of its many attributes would lead many parents to the fact that the Kern School, located in Pass Christian, Mississippi, offers everything to be desired in supplying those rare combinations so vital to youth, trained minds, healthy bodies, and the knowledge that their children are loved and respected as individuals.



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is assured  
in our busy  
growing city  
in the

# Sixties

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and Trust Co.**

• BAY ST. LOUIS, MISS. •

Established 1903



# HANCOCK county •

by Caroline Kiefer

Hancock is primarily an agricultural county with the greatest source of its income centered in forest products. It contains two incorporated communities, Bay St. Louis (County Seat) and Waveland, and several unincorporated villages. The 1960 census, according to a preliminary report from the Mississippi Economic Council, shows the population to be 13,932 as compared with the 1950 figure of 11,891, a gain of 17.2%. The Negro population is about 11.5% of the total population.

Minerals are a recent development of the county. There are eight producing gas and distillate wells in the Ansley Field, and one crude oil producer in the Kiln Field. Gas is the chief deposit with three million cubic feet of gas and 8 to 65 barrels of oil produced daily. A new well brought in the Ansley Field during September 1960, gives promise of being the largest producer to date. Several producing wells have not yet been tied into meters. Distillate is piped from the Ansley Field, four miles to Mulatto Bayou, where it is barged and shipped. Gas is piped from this field by the United Gas Corporation.

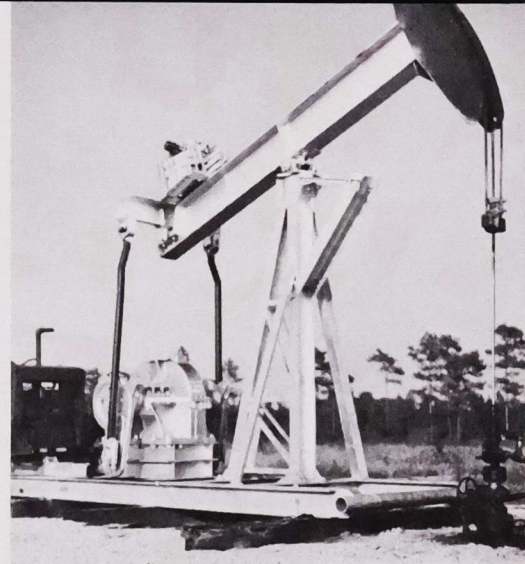
Offshore seismography is being done by the Shell Oil Co., and this exploratory work will determine the feasibility of offshore drilling in the Gulf of Mexico and the Bay of St. Louis.

During 1959 the Tennessee Gas Transmission Co., installed a pumping station at Ansley and constructed a pipe line through the county which transfers gas from producing wells in the Gulf of Mexico. This activity brought approximately fifty families into the county and a number of new homes were built by the company to house some of its employees. It has been estimated that this company will pay taxes on approximately three quarters of a million dollars and may become the most highly assessed utility operating in the county, exceeding the Mississippi Power Co., and the Louisville and Nashville Railroad.

Hancock is second only to Stone County in the planting and production of timber; these two counties have held this state rating for the past four years. During 1958-59, four and a quarter (4¼) million pine seedlings were supplied by state nurseries and planted

in Hancock County. Of its 310,400 acres, 249,300 are classified as timber lands. The 1959 forestry income in the county was reported to be \$1,800,000.

Pecans constitute a major factor in the economy of Hancock County. 1959 was an off year, but crops for 1960 are expected to be good. Hancock is ideal livestock country, as the year round mild climate provides twelve month grazing. There are ninety-one Grade A dairies located in the county, bringing in a gross annual income of \$800,000. Twelve thousand head of beef cattle grossed three quarters of a million dollars in income in 1959. Ten thousand head of sheep provided additional income of \$175,000, and hogs brought in \$25,000 in 1959. Poultry



Miller No. 1 discovery well Kiln field, located approximately eight miles northwest of Bay St. Louis.

Tennessee Gas Transmissions pumping station receives natural gas from off shore wells in Gulf of Mexico.







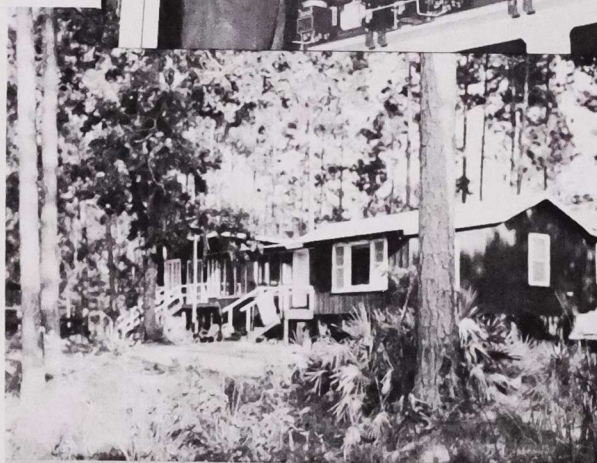
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for  
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in

# Hancock County Mississippi

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**NEW RESIDENTS** all agree that the ideal climate and scenic beauty of Hancock County is unequalled. Town living is there for those who prefer it, or relaxing country living in the pine woods or on pleasant bayous. All the advantages of good living can be yours in delightful **HANCOCK COUNTY** in Coastal Mississippi.



write

**HANCOCK COUNTY**  
chamber of commerce

city hall  
BAY ST LOUIS  
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Hickory Creek, in the northwestern part of Hancock County, provides ideal picnic grounds along its sandy banks and delightful swimming in its clear, spring-fed waters. ↑

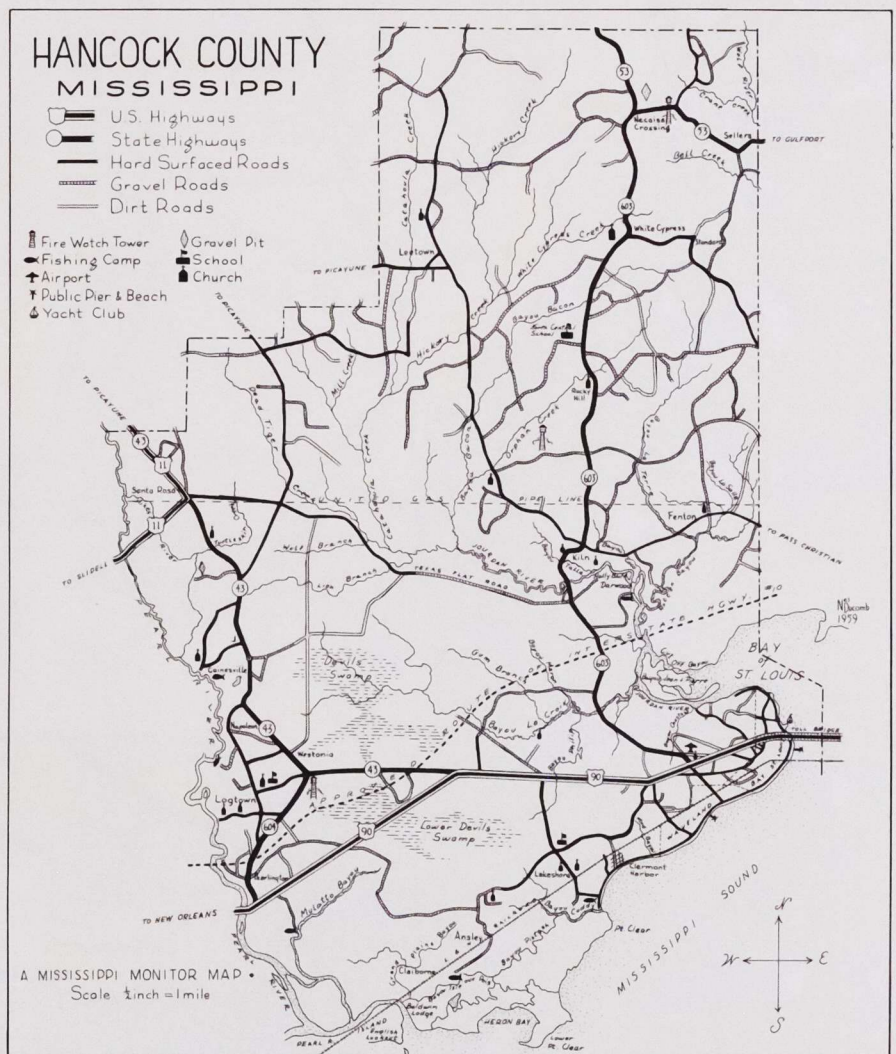
Farmers of Hancock County realize dual returns from their land because of the compatibility of pastures for livestock and pecan groves. ➡



is another enterprise. Poultry products (eggs-broilers-fryers) accounted for \$200,000 income realized by raisers in 1959. Field crops do not contribute heavily to revenue in Hancock County, however, it must be remembered that only 3.2% of the land is occupied by such crops. The 1959 income from these crops was \$85,000. The above information was supplied by O. O. Swords, County Agent.

Hancock County has not been industrialized, however, at this writing, its Board of Supervisors are formulating plans, which, when completed will lead to long range industrial planning. Several important factors contribute heavily toward Hancock being ideal for industrialists to consider when seeking locations in this area. Temperature averages of 68 degrees, annual rainfall of 62 inches, approximately 350 frost free days annually allow year round production with no days due to climatic excesses. The Pearl and Jourdan Rivers and several navigable bayous provide water transportation for many miles inland. The county is less than 15 miles from the deep water port of Gulfport, and about thirty miles from the great shipping center of New Orleans. It is crossed on the south by the main line of the Louisville and Nashville Railroad, and numerous transfer lines operate through it.

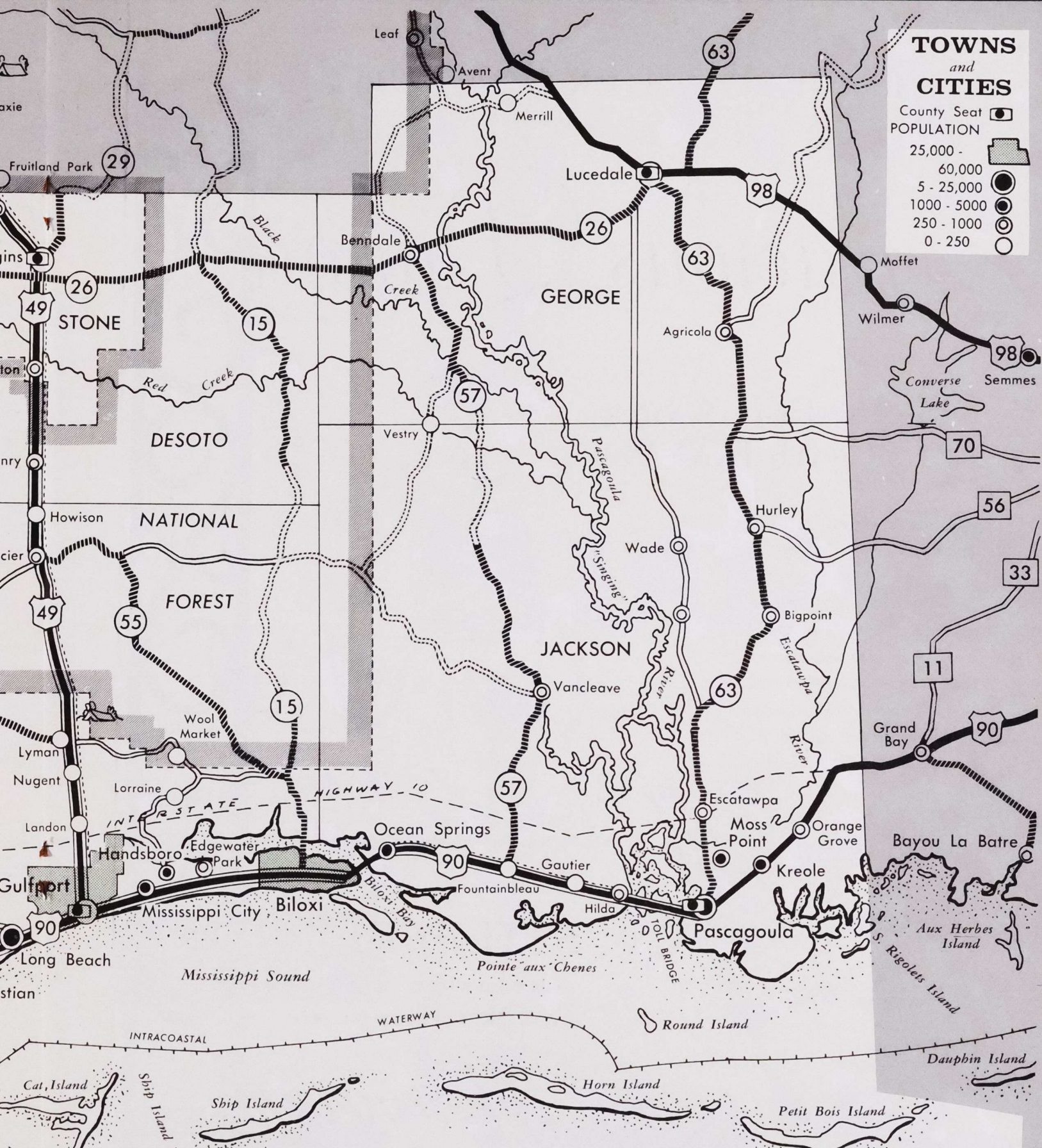
Although there is no large industry located within the county, there are a number of small industries; several of these are unique. For about 4 miles













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along Highway 90 the Praline industry flourishes. Dozens of candy shops, which wholesale and retail the Creole delicacy, make and ship candy daily to all parts of the nation. Another distinctively different type of industry is a turtle farm, where miniature turtles are raised and sold to dealers throughout the United States. These tiny turtles usually inscribed with names on their backs are a delight to children. Still another different and new industry is a Gourmet Seafood Packaging plant, also located on Highway 90. Specialty seafood dishes are prepared, packaged and frozen, then shipped to all parts of America.

Products of the sea, shrimp, crabs, fish, oysters, bring income to many families. There are no processing plants in Hancock County, but many catches are frozen and there is a ready market in nearby areas where processing plants are located. Trapping supplies additional income. Portions of the county are in marsh lands which are home for the muskrat, mink, beaver, and nutria.

Fresh and salt water fishing are enjoyed as recreation by many, and the county abounds in small game, deer, and migratory birds to lure hunters. Riding stables and an arena where rodeos are held frequently, are located just outside of Bay St. Louis. A stock farm which breeds registered Shetland Ponies is located in Waveland.

Under the reorganization laws of the school system of Mississippi passed by the legislature in 1953, the Hancock County School System underwent quite a change. Ten small school districts became one county wide district, with three attendance centers. A new North Central School was built at a cost of almost \$500,000 with furnishings. This replaced four substandard schools. There was an increase of

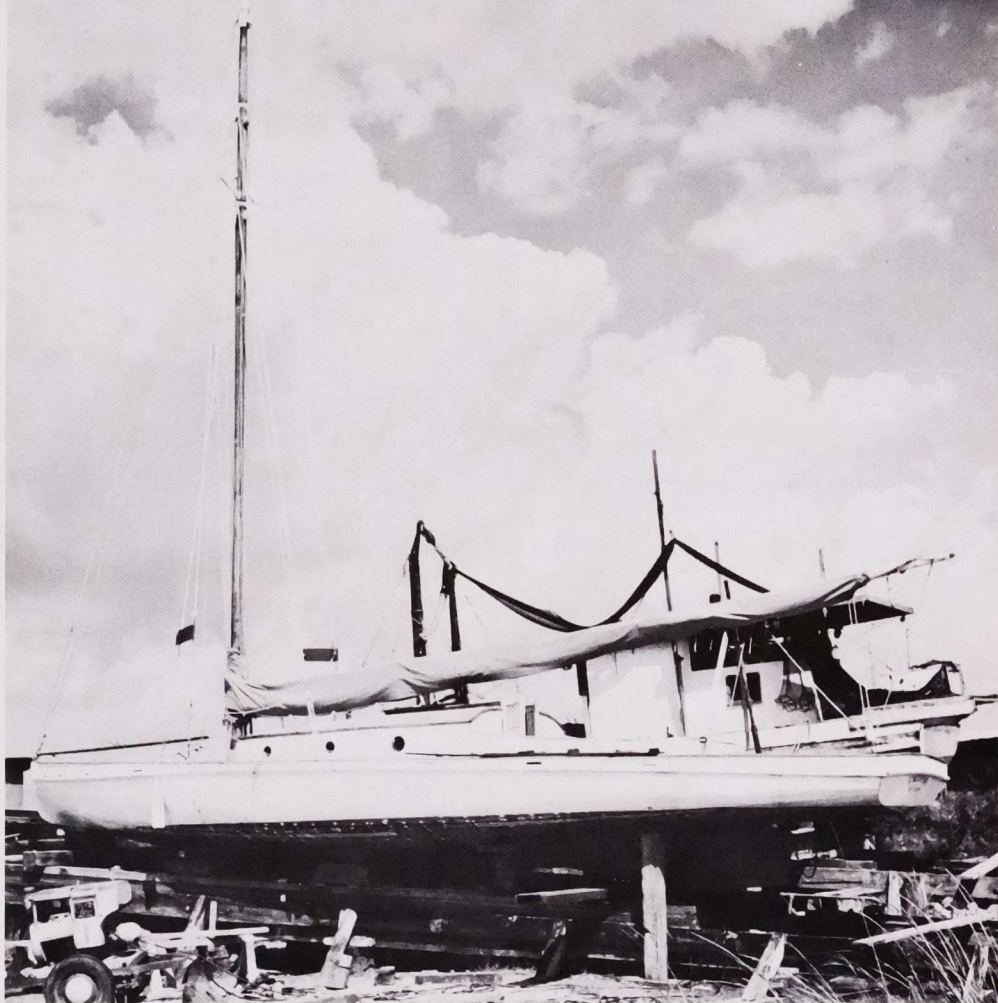
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## BUILDING MATERIALS



45

▲ A view at Bayou Caddy where boat ways, docked fishing boats, and wharves provide interesting subject for artists and photographers.

New National Guard Armory, completed in the summer of 1961, is located just north of Highway 90.

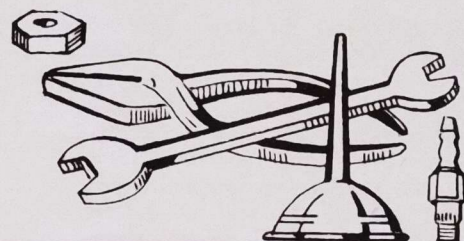


▼ The Hancock County Airport adjacent to the National Guard Armory, is a convenient facility for the business man and sportsman.





# SERVICE is our byword-



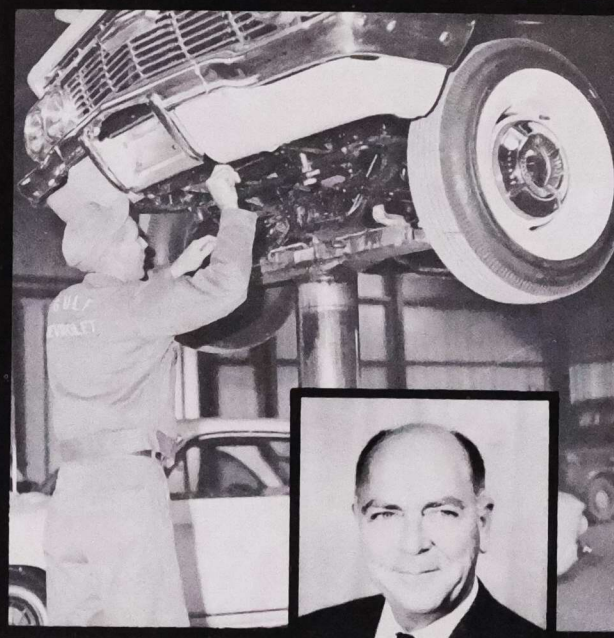
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about 100 students over the combined attendance of the four former schools the first year after completion. It was the pride of the community that the new school's basketball team brought home the State Championship the first year it was organized. Logtown School, grades 1-6 absorbed smaller nearby schools, and was benefitted by a handsome addition and a new cafeteria. Gulfview School, grades 1-8 takes care of all children of Beat 5, exclusive of the Bay St. Louis Municipal and Separate School District. High School students of this area and Logtown area attend Bay St. Louis High School. All Negro children of the county are brought into the modern, well equipped Valena C. Jones School of Bay St. Louis. Enrollments in the three Hancock County Schools are:—North Central elementary 573—high school 202; Gulfview 132; Logtown 183; total enrollment of 1090 students. There are 34 teachers in the system and three administrative personnel.

County taxes in Beats 1-2-3-5 are 58 mills with 10 mills homestead exemption to occupant home owners—total county millage, Beats 1-2-3-5 48 mills to occupant home owners. In Beat 4 taxes are 64 mills with 10 mills homestead exemption to occupant home owners—total millage for Beat 4 to occupant home owners—54 mills. Assessed valuation of Hancock County is reported to be \$12,376,585.00; assessment practices are usually 30% of real value; bonded debt \$1,136,500.



The new thirty-bed Hancock County General Hospital on Dunbar Avenue in Bay St. Louis, dedicated in 1960, contains the latest in modern equipment and facilities.



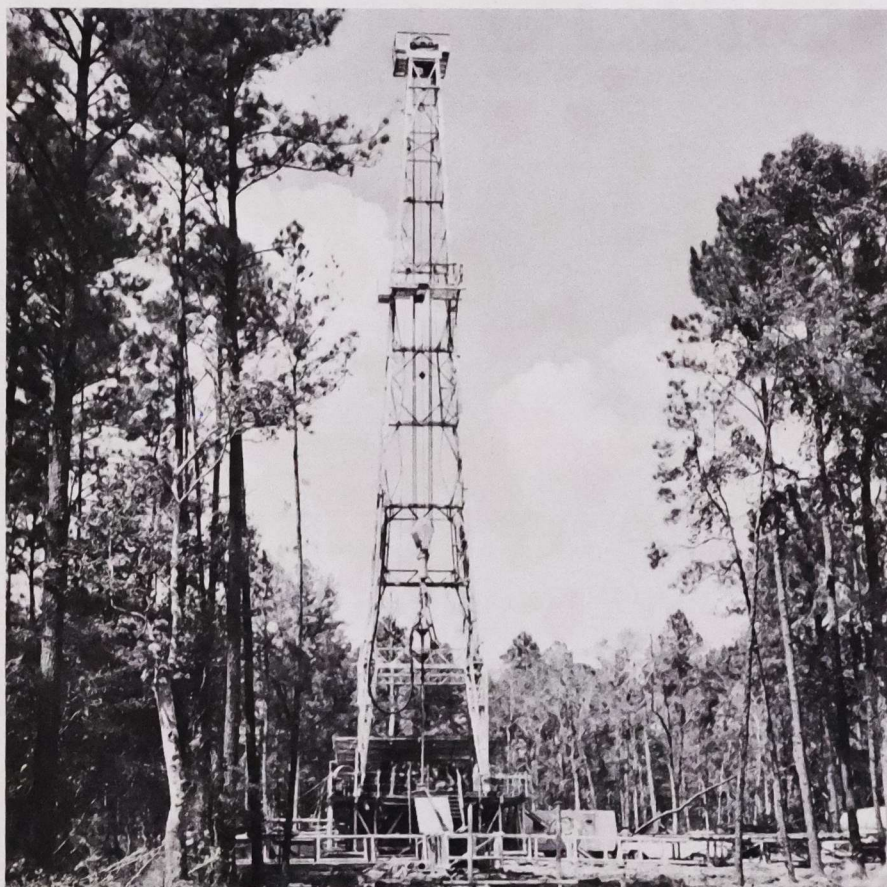
State of Mississippi engineers laying out right-of-way for new highway 603.

A program to widen and pave the Lower Bay Road into Ansley (Beat 5) is under construction, and will be completed this year. Approximate cost of this project \$147,000. Paving and widening of the Bay-Kiln road is anticipated to begin shortly. Information is given that the securing of right of ways is nearly completed. When these assessments are secured the state will construct and maintain a widened, concrete highway which will tie in with and become a part of State Highway 603. Three concrete and steel bridges will span the Jourdan River, Bayou Lacroix and Bayou Talla.

Large real estate developments in the county include Shoreline Park, Belle Isles, Pearlinton, and Boudreaux Acres.

During 1959-60 the Hancock County General Hospital was completed. This 30 bed, modern, and fully equipped hospital is located in Bay St. Louis. The county also provided funds for the construction of the new Hancock County Health Center which is located a short distance from the hospital in Bay St. Louis.

Hancock County is strategically located to assure growth and development. It is the western gateway to the Mississippi Gulf Coast, and its nearness to New Orleans, which is rapidly expanding eastward, will in effect increase its growth and economy.



One of the active oil drilling rigs in operation in Hancock County.



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### **COAST ELECTRIC POWER ASSOCIATION**

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# COAST ELECTRIC POWER ASSOCIATION

by Caroline Kiefer

Granted an interview with Hardin Shattuck, genial manager of the Coast Electric Power Association, Hancock County, he queried me with this opener—"What does electricity, as a word, imply to you?"

An uncertain pause on my part as I hesitated to reach for an answer before coming out with the understatement of the century, "Light".

"Light certainly," he continued in his brisk, stimulating manner, "but think again—of your home, and what part electricity plays in it. Actually doesn't it mean living, a better life, an easier day in which most of the humdrum chores and hard tasks of the past are eliminated. Hasn't electricity, in a broad manner of speaking, become a household servant for you? Hasn't it become a medium of instant entertainment . . . doesn't it bring the world within the confines of your home . . . doesn't . . ."

Sparked by him, a trend of thought began—refrigeration . . . preservation of food—deep freezing . . . elimination of old fashioned canning and preserving methods—electric range . . . clean pots, time cooking, no burning food—vacuum cleaning . . . away with the old fashioned broom, thus lessening the dangers of inhaling foreign particles into the nose, throat, and lungs—air conditioning . . . year round temperatures with pollen free and clean air—heater for having instant hot water—washing and drying machines—dishwasher—these are but a few of the servant services of electricity . . . radio — television — movie projector—hourly and daily entertainment . . . the ability to keep up with the world and its happenings without ever moving from out of the confines of the home. Then I began to try to enumerate mentally the myriad household appliances operated by electricity . . . fry pans, clocks, roasters, toasters, mixers, blenders, reducing machines, relaxers, ad infinitum they flashed on and on and on . . .

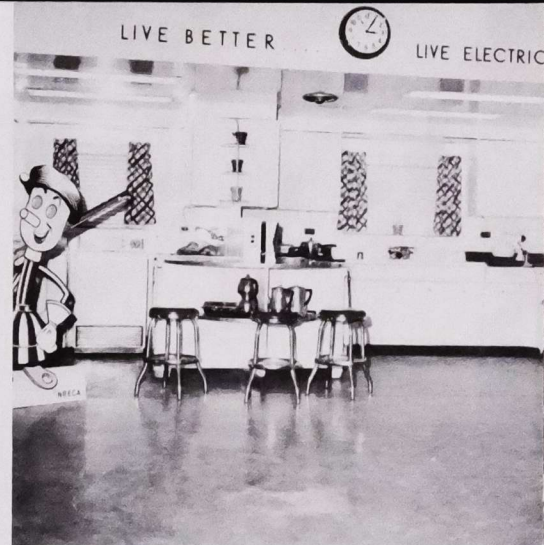
"Now you happen to be an urban dweller," he continued. "But have you ever given thought to the vital influences this same electricity has exerted on behalf of the suburban dweller? All of the uses electricity has been put to in your home, have during the past twenty-five years become accessible to

the remote suburban resident. It is the Rural Electric Associations of America which have brought this magical force to serve rural areas. These, plus other uses, such as modern dairies, poultry farms, water pumps, farm equipment, communications, use in industry . . . indeed, yes, electricity is light in the broadest sense of the word. It provides light by which to see . . . It lightens the back-breaking, heart-breaking drudgeries of the past, to replace them with easily controlled facilities which make operations a pleasurable pastime."

"And at what costs? When every other known product has increased in cost, this tremendous force, known as electricity, has consistently lowered in price, enabling everyone to use it as freely as they wish. Electricity costs less today than it did twenty-five years ago when the Rural Electric Associations first came into being."

"It is developing a new trend in the American family life. 'Chicken in every pot', and 'A car in every garage', were phrases coined during past political campaigns. Electricity is not politically minded, but it is creating a trend (which may lead to the coining of another new phrase) 'Two homes for thousands of American families. Rural acreage can be purchased, in most instances, at extremely modest prices. Less than a decade ago, areas that were considered too remote, due to lack of conveniences, are today being purchased as investments. Second homes are being built, and because of rural electricity the same comforts and conveniences are enjoyed by occupants, whether they are residing in their city or country homes. So why shouldn't the Joneses invest a few dollars in a nice, relaxing country place away from the noises of the city? They can grow a small truck garden and the miracle of electricity will provide them with fresh frozen produce the year round. No spoilage these days, thanks to electricity. And while enjoying the provisions of the good earth, electricity will also provide home entertainment. No more long dreary evenings, the turn of a dial and the world of entertainment reaches the most remote spots."

Since 1937 the Coast Electric Power Association has provided the rural



Demonstration kitchen-laundry for use by home electro-economist in assisting electric users and local club groups with home problems.

areas of Hancock, Harrison, and Pearl River Counties with electric service. From an humble beginning in 1937, with an initial 50 members on about 25 miles of line, this locally owned, locally controlled utility has grown so, as Mr. Shattuck states—"More than 25,000 South Mississippians live and work with Coast Electric service." Operating over 1800 miles of distribution facilities, a Coast Electric member now uses well over 3000 KWH annually—more than the national average.

Growth trends indicate that by 1975 Coast Electric will quadruple in size and scope. Plans are now underway to enlarge the headquarters building in Bay St. Louis. New substations in each county served by the association are being planned to handle projected growth.

Coast Electric's service area offers the rural residents, the industrial worker, the retired—all living space—a place to build a home to love—not leave.

Mr. J. W. Watts, Jr., operations superintendent, inspects the many sizes of transformers kept on hand for immediate replacement or new installation service.







# BAY ST. LOUIS



## *a growing city of great charm*

Centuries of gracious living in this charming city have left their mark and although today's modern city of Bay St. Louis is alert and up to the minute in growth and development the imprint of traditional charm and friendliness remains among its people. Its a good place to live with good schools, delightful climate and lovely homes in a unique atmosphere of warm neighborliness that makes living in BAY ST. LOUIS a truly happy experience.



50

•The Western Gateway City of the fabulous Mississippi Gulf Coast•



Bay-Waveland Yacht Club in Bay St. Louis is an associate member of the Southern Yachting Association.



## BAY ST. LOUIS ●

by Caroline Kiefer

Bay St. Louis was established as a permanent Indian Village when first visited by d'Iberville and members of his expedition in 1699. It was incorporated as a city in 1858 and is the seat of government of Hancock County. A mayor and two commissioners, elected at four year intervals, serve the city which operates under code charter. The 1960 preliminary census reports the population at 5,020, as compared to the 1950 figure of 4,621—a percentage gain of 8.6%.

Located 48 miles east of New Orleans, La., and 15 miles west of Gulfport, the city is ideally situated to attract residents desirous of the informal living offered by small communities, yet near major shopping and employment centers.

Approximately five miles of the city faces the Gulf of Mexico and the Bay of St. Louis. Portions of this lengthy shoreline provide sand beaches, some of which are equipped with playground facilities, maintained by a Park and Playground Commission. Public and private piers extend over other areas of the waterfront, and are used for fishing, crabbing, shrimping, and entering the water for swimming.

U. S. Highway 90 bisects the city, providing a superior roadway for east-west travel. The Bay is spanned by a recently constructed \$9,000,000.00 concrete and steel toll bridge. Charges for crossing are 25¢ for passenger cars, with commuter books available at \$2.00 for 40 trips.

Railroad facilities are provided for freight and passenger service by the Louisville and Nashville Railroad. A commuter train is made up at Pass Christian (6 miles east of Bay St. Louis) which makes daily morning and evening trips to and from New Orleans. Trip books at reduced rates are available to regular passengers. Bus service is offered by the Greyhound Lines. Twenty busses stop daily at the local depot. Special rate books are offered persons who prefer this mode of commuting to New Orleans.

Municipal tax rates for the 1960-61 fiscal year (inside city) 36¼ mills; homestead exemption 15 mills to occupant home owners—total city tax for occupant home owners 21¼ mills. Tax rates for Hancock County 58 mills, with 10 mills homestead exemption for occupant home owners—total county tax to occupant home owners 48 mills. Assessment practices are usually 20% of real value. Assessed valuation

on real property, including the Bay St. Louis Municipal Separate School District, for the 1960-61 fiscal year—\$13,363,366.00. Bonded indebtedness — municipal bonds \$59,000.00 — school bonds \$249,000.00. The city collected \$28,338.46 in 1959 on retail sales tax (½ of 1%) as compared with collections in 1956 of \$25,971.35.

Building permits issued for new construction during 1959 amounted to \$1,156,207.00. Completed jobs include a 30 bed hospital, two elementary schools (one public — one parochial) for white children, a cafeteria and lunch room for the Waveland School, additions to the Negro school, a medical clinic and Health Center.

Extensive repairs were completed in 1960 on the city owned and operated natural gas system. 1895 meters are installed on this system.

The city owned and operated water supply comes from seven deep artesian wells. Annual rates are charged for this service. Plans are being formulated to rehabilitate the water system and install a sewer system. Under this planning the city will be divided into sections on the sewage system, with work to be completed in sequence on each individual section. During the last year extensive repairs have been completed on city drainage. More than 400 feet of 36 and 42 inch tile culverts have been used to replace damaged obsolete culverts. The city has spent \$50,000.00 repairing and resurfacing streets.

Robert S. Bateman and Associates, City Planning and Consultants, Mobile, Ala., are working on a comprehensive survey, and long range planning for the city. Subdivision regulations have been adopted, and the City Council is anticipating approval of an application for Federal aid to complete the survey.

Paid fire and police departments, with modern fire fighting equipment and two way radio controlled patrol cars, and with men on 24 hour duty, provide protection for the city.

In addition to the sand beaches the city contains six playgrounds which are maintained by the Park and Playground Commission. During 1960 a baseball diamond, with bleachers and refreshment stands, was erected. Senior and little league baseball was played throughout the summer months. Teams were sponsored and financed by local merchants. The program was under the supervision of the Park and Playground Commission. A Youth Center, with complete facilities, provides a recreational center for teen-age groups, and the city contributes generous financial assistance to this program.

Organizations include Garden Clubs



Bay St. Louis City Hall.



Casting for shrimp—Bay of St. Louis.



County Court House, Bay St. Louis.





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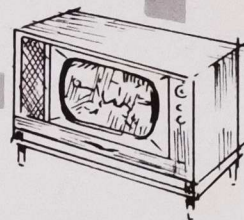
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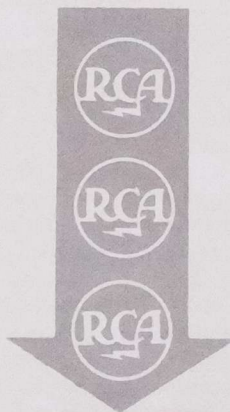
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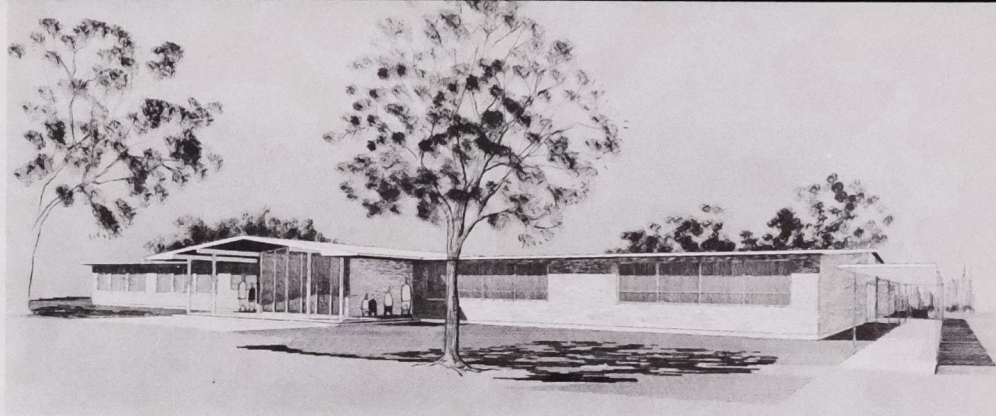
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—Knights of Columbus—Masonic Or-  
der—Eastern Star Order — League of  
Women Voters—and others.

The school systems of Bay St. Louis rank among the highest in the state, and are accredited by the Southern Association of College and Secondary Schools.

The public school system (Bay St. Louis Municipal and Separate School District) has a primary school in Waveland, grades 1-4; the newly erected North Bay School, grades 4-8; the S. J. Ingram School, grades 1-3, the Bay High School, grades 9-12, and the Valena C. Jones—Negro elementary and high school, grades 1-12. Elementary schools for white students have enrollments of 600 students, and 400 Negro children are enrolled in Negro elementary school. High school enrollments are 370 white students and 100 Negro students. Both white and Negro high schools have twelve month athletic directors. The faculty of the white schools include 44 teachers and 6 administrative personnel; the Negro school has 18 teachers. The total number of employees in the public school system is 92. A monthly payroll of \$29,000 is the largest payroll in the county. The 1960 budget for the public school system is \$318,000.00. Of this amount the state contributes \$140,000.00; the balance of \$178,000.00 is a local obligation. Four new classrooms, a science department, and cafeteria were added to the Negro school in 1960. Thirty-five credit courses are offered at Bay High School, and extra curricular activities include football, basketball, track, baseball, chorus, band music, 4-H Club, F.H.A., Jr. Red Cross, Beta Club and Driver Education. Busses which provide free transportation for students are maintained and operated by the system.



New Episcopal School addition.

Private schools of the city include an Episcopal elementary day school for white students, kindergarten through eighth grades; three Catholic elementary and high schools, two white and one Negro, and one Catholic Negro Seminary.

Christ Episcopal Day School is accredited by the Mississippi Accrediting Commission, and is a member of the Cooperative Program in Elementary Education of the Southern Association of Colleges and Secondary Schools, and a member of the National Episcopal School Association. It is situated on a 7½ acre tract of land facing the Gulf of Mexico. The school was started in 1950 by the Reverend Charles R. Johnson, who serves as Headmaster. A modern brick annex, now under construction, will provide space for four more class rooms, library, studyroom and office, and will allow facilities for enrollment of an additional 200 students. 1960 enrollment is about 210. Future planning by the Board of Trustees is to provide accommodations for boarding students.

The three Catholic private schools of Bay St. Louis were each founded more than a century ago, and have been in continuous operation.

St. Stanislaus, boarding and day school for boys, grades 4-12, is owned and operated by the Brothers of the Sacred Heart Order. Enrollments are 539.

The sisters of St. Joseph own and operate a boarding and day convent for girls, grades 6-12, with 1960 enrollment of 234.

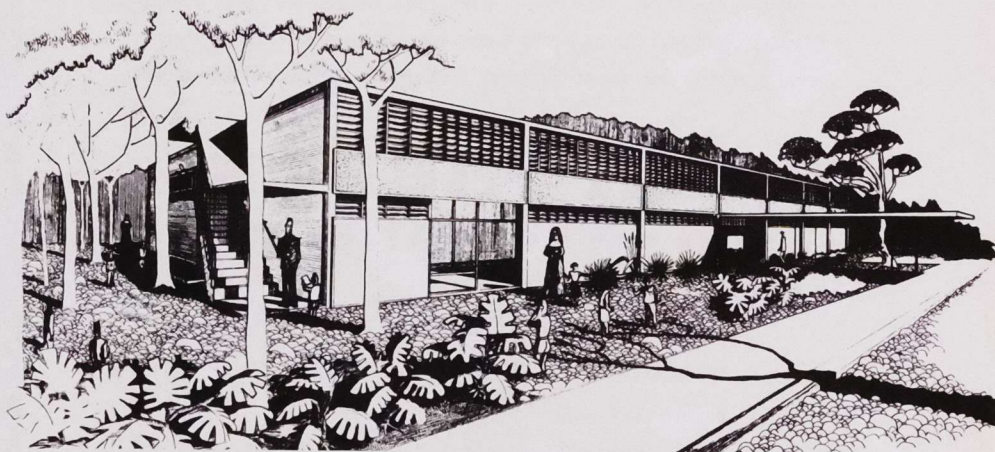
These two fine schools attract students from all parts of the United States and from a number of Latin American countries.

St. Rose de Lima School for Negro students is operated by an order of European nuns. Students are enrolled from grades 1-12. A modern fire-proofed, daylight building was constructed during 1959. Enrollment is 243.

St. Augustine's Seminary is one of the two major Negro Catholic Seminaries located in the United States. It is nationally known, and annually visited by thousands, its shrines, grottos and beautiful gardens are recognized as being among the finest in the nation.

Our Lady of the Gulf, parochial school, is a new addition to the Bay St. Louis school system. It was built in 1960 and opened for the fall term. Grades are 1-6 and it has a capacity enrollment of 550. Faculty members include Sisters of St. Joseph and lay teachers. The school operates under the guidance of The Right Reverend Msgr. Michael Maloney, Pastor of Our Lady of the Gulf Church.

New Our Lady of the Gulf School.



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54 *in Bay St. Louis*

**MELODY LANE**

— a lovely wide boulevard plantd with palms and Crepe Myrtle offering choice home building sites. Lots are spacious and reasonably priced. Near Yacht Club and Little Theatre, one of the town's most desirable neighborhoods.

*in Waveland*

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Two banks and one homestead provide financial services in Bay St. Louis.

Seven physicians, three dentists and two optometrists practice here, and services of specialists are available in nearby New Orleans and Gulfport.

Several small industries are located in Bay St. Louis. The most important of these is the Monitor Panel Company, designers and builders of electric panels for industry. This is the only plant of its type located in the southeastern part of the United States. Another successful and unique venture is Panal Arts Co., manufacturers of custom made ceramic and enamel based wall panels. There are opportunities for new business which may be interested in establishing here. The city is ideally located, and has numerous facilities to offer potential investors. A recently formed industrial board is working on plans with which to woo industry.

Many retired persons find the city an ideal place to locate. Moderate living costs, with easy accessibility to metropolitan centers are alluring. Many families, aware of the fine school systems are moving in also.

Office of the Hancock County Chamber of Commerce are located in City Hall. Mrs. Mabel Green, secretary manager, will furnish detailed information on request.

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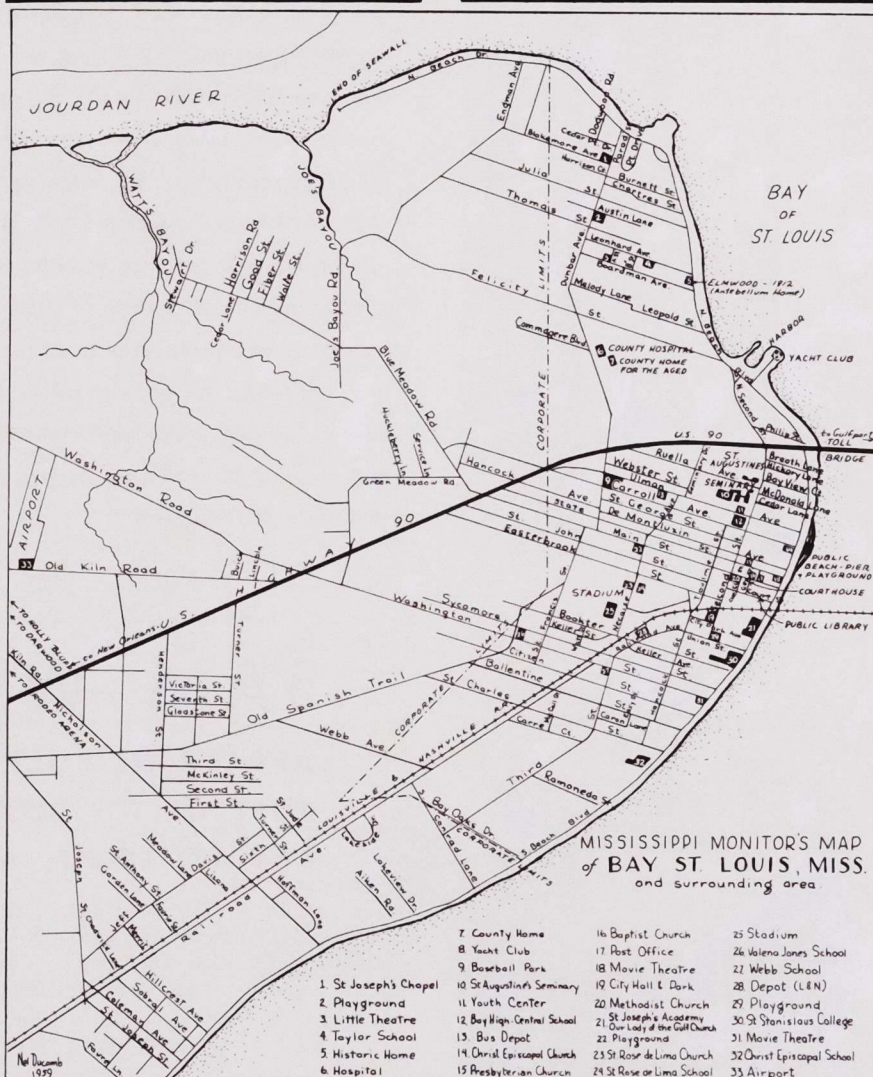
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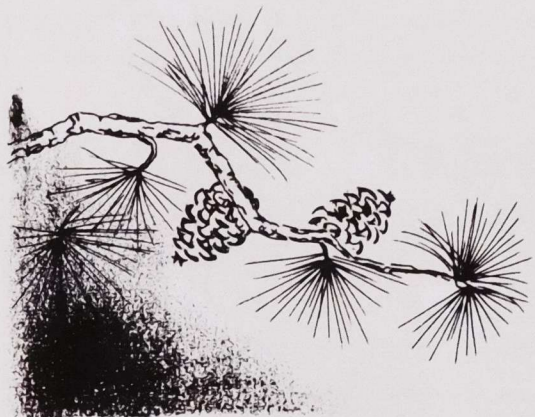
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56



## SAM WHITFIELD

DEALER IN PULPWOOD\*

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\*Pine and Hardwood



# SAM WHITFIELD

by Wayne P. Ducomb

In the economic picture of Hancock County, Sam Whitfield's name has become synonymous with one product—pulpwood. In 1935, when the pine forests of Hancock County were looked upon (and listed in the county tax records) as cutover timber lands, Sam Whitfield, with unusual foresight, began his business venture. Over the past twenty-five years, his direction of modern forestry methods and skilled management of the pinelands have brought assurance of an everlasting reserve of pulpwood for Hancock County.

Today nature and science are achieving a greater alliance in the forestry field, and with an ever-increasing world-wide demand for paper and paper products, e.g., newsprint, kraft paper, boxes, and sacking, Sam Whitfield has now reached an enviable, but well deserved position of economic importance.

Rail loading facilities are at Lakeshore, Miss. (Louisville and Nashville Railroad) and Picayune, Miss. (Southern Railway System). Dockside barge loading equipment is located at Logtown, Miss., on the Pearl River and Kiln, Miss., on the Jourdan River. The Jourdan River loading installation is under the capable supervision of Mr. Jack Lott, a pulpwood producer and general pulpwood contractor.

From Mr. Whitfield's modest beginning with a few hundred cords of pulpwood per year, his present day production has reached 35,000 cords annually. At that early beginning only a few men were producing pulpwood,



Pictured above is a pulpwood barge at the Kiln-Jourdan River dock. Right, loading flatcars at Lakeshore. Lower right, a scene from the Logtown-Pearl River operation. Mr. Whitfield, lower left, directs his pulpwood business from his Bay St. Louis office.

now more than fifty producers employ 15 men. His impressive economic advance has been achieved, on the most part, by persistent, untiring, and determined effort. Today the Whitfield pulpwood enterprise is responsible for an annual payroll in excess of \$500,000.

The forests of Mississippi are the mainstay of the state's economy in payrolls and manufactured goods. Mississippi leads the nation in certified Tree Farms and half the state's original forests are still producing timber. The total forest area covers 57% of the land area in the state and provide 38,000 regular jobs and more than \$100,000,000 annually in payrolls. They supply the raw material for thousands of products valued at \$450,000,000 per year. In Hancock County, forest lands cover 249,300 of its total 310,400 acres, or 80.3%. Latest annual report from the Mississippi Forestry Commission shows that 3,309,000 pine seedlings were planted in Hancock.

Science and research are developing an ever increasing number of valuable end products and by products of pulpwood material. Since the forests of Hancock County account for 50% to 55% of all bank deposits locally, Mr. Whitfield and his pulpwood operations are unquestionably of prime economic importance to the area.







## scene of serenity

Every tree-shaded, flower-bordered street in Waveland reflects the happy life of its residents. Those who commute to the big city daily come home to an atmosphere that is relaxed and peaceful. Retired folks enjoy busy, sunny days of gardening or visiting friends and neighbors. There's space and fresh, sweet air for children. Friendliness and contentment await you.

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## WAVELAND •

by Caroline Kiefer

Basking on the shores of the Gulf of Mexico, Waveland is so close to New Orleans, La., that it is less than an hour drive to the busy metropolis. An overflow from the rapidly growing large city is taking advantage of the relaxed life offered in this quiet Mississippi town, and it is growing with a vigor that indicates an increased economy for established residents.

The 1960 census shows the population to be 1085 as compared to the 1950 census of 793. Assessed valuation on real estate for 1960 is \$2,468,300.00 and on public utilities \$136,000.00, making the total assessment \$2,604,300.00. Bonded indebtedness (advalorem bonds as of September 30, 1960) \$140,000.00.

Retail sales for the fiscal year, September, 1959 through August 1960, \$1,229,922.00 as compared with retail sales for the preceding year 1958-59 of \$1,069,618.00.

Expansions have been reported by the town on its water and gas systems. During 1960 a private water system, with wells and easements, was purchased from a corporation known as Modern Homes, Inc. This purchase has gained an approximate 13% in new gas and water customers bringing additional revenue to the town.

Several new retail business establishments were opened during 1960. Among these operations are a ladies ready-to-wear clothing store—a restaurant and lounge—a large I.G.A. super market (representing an investment in excess of \$100,000.00), a retail bakery and cake shop, and a new launderette (self service type).

Markel Industries, manufacturers of aluminum doors, jalousies, and windows, increased employment in the plant by 50% with extensive expansions.

The R. F. Mestayer Lumber Co., and the Mestayer Ready-Mix Concrete Company are in the process of further expanding with the addition of a unit for handling and constructing house components. All parts needed for assembling homes will be fabricated in the shop which is now under construction. This project will provide additional employment opportunities for labor.

A new public park was acquired by the town during 1960, giving additional recreational and playground facilities.

During past years the town of Waveland was considered mainly as a

summer resort. Families owned or rented cottages which were occupied during the warm season or on holiday week-ends. During the past decade the town has become recognized as a desirable permanent residential area.

U. S. Highway 90 parallels the town and bus transportation is provided almost hourly (east and west) by the Greyhound Lines. Passenger and freight rail service are offered by the Louisville and Nashville Railroad which crosses through the town, with a special rates available to commuters. Distance to New Orleans is 45 miles by rail and 50 miles by highway travel.

A feature attraction which adds to living enjoyment are the south east breezes which prevail. Sweeping in from the wide expanses of the open waters, constant and refreshing breezes are predominant during warm weather. Temperatures average 68 degrees annually. Public sand beaches and a municipal pier provide play areas where swimming, bathing, fishing, crabbing, shrimping and other water sports are enjoyed. Golf and yacht clubs, tennis courts, skating rinks, bowling alleys, and other diversified amusement centers and facilities are in close proximity and easily accessible to residents.

Salt and fresh water fish are abundant in the Gulf and in the many inland waterways of the area. Good fishing camps which supply boats and live bait are located within short distances from the town. Superior feeding grounds attract migratory game birds by the thousands providing hunters with bag limits during open seasons. Small game and deer hunting is good in season.

Waveland is a Township, operating under private charter. It was incorporated March 6, 1888, and is governed by a mayor and board of aldermen, elected at two year intervals. Good police protection is provided. The town owns and maintains modern fire fighting equipment which is manned by trained volunteer fire crews. Additional fire and police protection are supplied when needed by the neighboring city of Bay St. Louis and by the Office of the Sheriff of Hancock County.

One white elementary public school is located in Waveland and is included in the Bay St. Louis Municipal and Separate School District. Public junior high and high schools are located in Bay St. Louis (white and negro) with free bus transportation provided for students by the Hancock County School System.

The real estate market showed an incline during the 1959-60 year with



• A Beach Blvd. Home in Waveland.

St. Clare's Catholic Church, Waveland, Mississippi.



59

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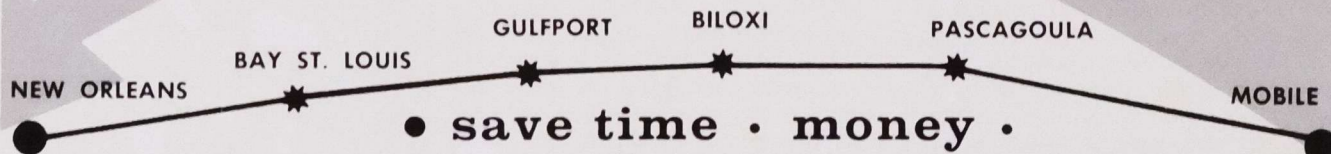
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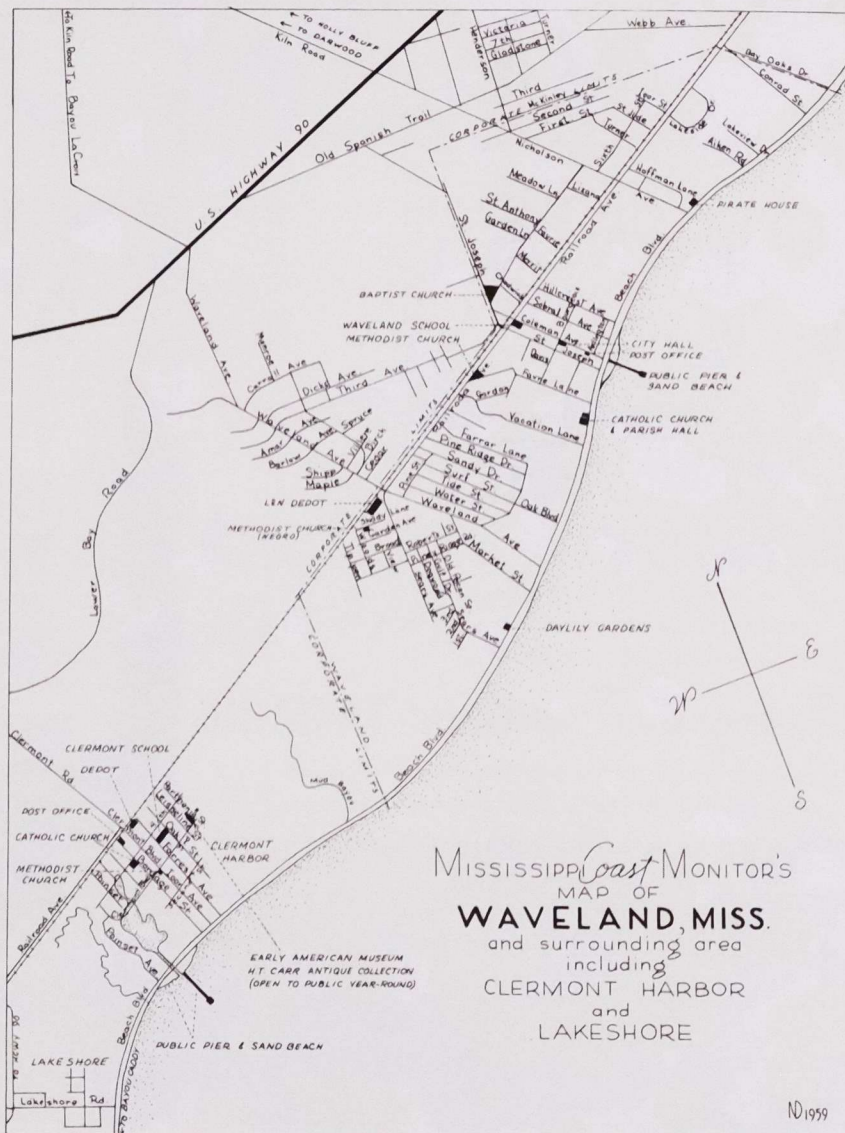


The design of this new Health Center Building on Dunbar Ave. was the creation of architect Fred Wagner, Bay St. Louis resident, whose firm also designed the new Shopping Center, Episcopal School addition and Methodist Church addition.

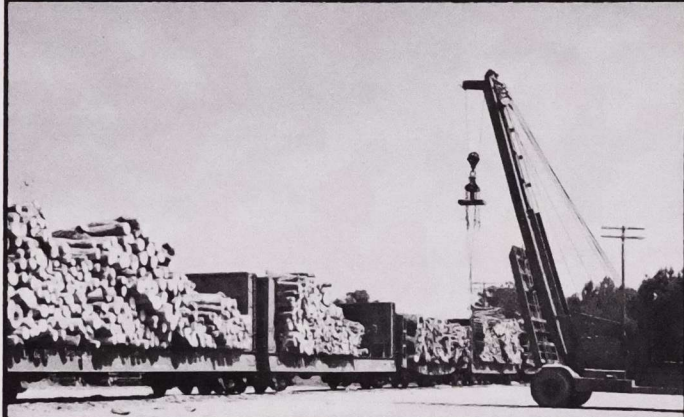
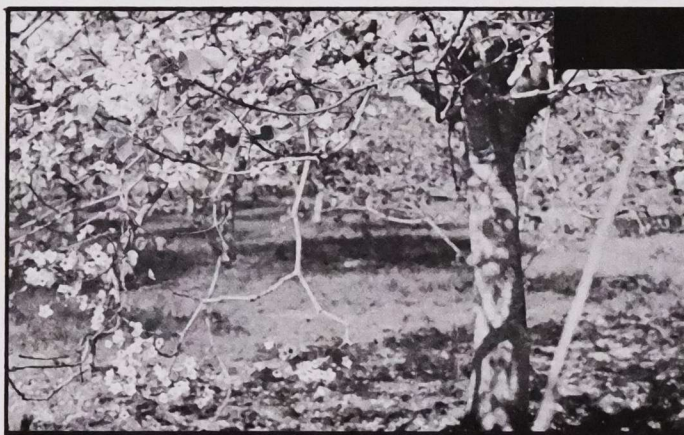
an increased total of recorded sales of homes and building sites. Several new residential subdivisions were put on the market. Among the larger of these is Pine Village where moderately priced building sites are being sold. This development contains all utilities, natural gas, electricity, artesian water from deep wells, and fire hydrants. The sixty feet wide streets eliminate a feeling of clutter in property owners. The many lofty pine trees, from which the development drew its name, produce invigorating scent in the air. Restrictive covenants protect the area.

Enclosed by ornate wrought iron fences, the exclusive garden development by Mollere's Realty of Waveland is being offered for those persons who desire exquisite surroundings as fit setting's for the home beautiful. Highly restricted, this development has never been publicly advertised and is reserved by the firm to be shown only to potential purchasers who express a desire for accessibility to conveniences, yet at the same time demanding privacy. The grounds are landscaped with exotic blooming shrubs and annuals and massive oaks stand like guarding sentinels. A large part of the tract faces the Gulf. Building sites are located away from the beach road, so that homes are not in public view. Passers-by are prone to believe that here stands alone one magnificent, traditionally styled, old southern mansion (the Mollere family occupies this home) centering a vast garden estate. Winding driveways lead to other equally fine homes, each having its own expanse of lawn and gardens.

Waveland offers a welcome to new residents and visitors. As a vacation spot, its attributes are many and varied. For year round living its easy moving, small town atmosphere of friendliness is heart warming, for small business investments its future is bright. Its people are industrious and progressive-minded, neighborly and kind. It is a town well equipped for rearing children in good, clean living habits. It is a town where commuting is easy for workers in larger nearby cities. It is a growing town where moderate incomes may be realized if invested in small business. It is a town which can support several small industries; where housing and land may be secured at moderate costs. It is a good town in which to live.







# TUNG

## OIL CENTER of AMERICAN

Pearl River County's magnificent Tung Orchards produce over 31% of the nation's tung crop—yield of the 1958 crop was 42,000 tons. It is the home of the country's largest tung oil producing plant and headquarters of the American Tung Oil Ass'n. Tung oil is universally recognized as improving the performance of any paint, coating or waterproofing.

# IMBER

## PINE and HARDWOOD

Abundant forests provide pulpwood, saw logs, poles and piling. A large creosoting plant is located in the county—also veneer and plywood manufacturers and hamper and box factories. Many landowners conduct profitable tree farming ventures.

62

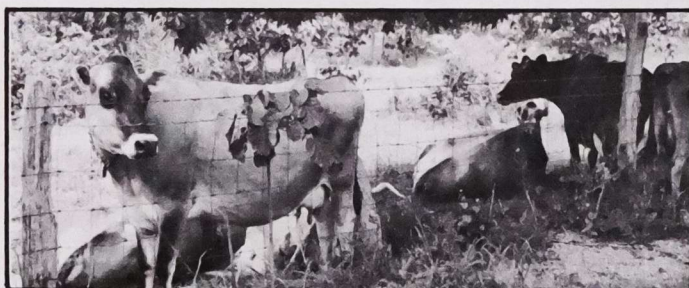
# PEARL RIVER COUNTY

## *the County with Vision*

- Two fast growing cities—Picayune and Poplarville
- Excellent transportation facilities
- Pleasant year round climate—abundant water supply
- Good schools—including Pearl River Junior College
- Excellent roads and highways
- Plans for future expansions of industry
- Capable enterprising citizens

## *Dairy & Produce* FARMING

prosper in this rich agricultural area where the climate permits year round crops and pastures.



# NDUSTRY

A 45 acre industrial park is being developed at present and we are an active part of the BAWI Program with many sizable industries already in the county.





# PEARL RIVER county •

by Wayne P. Ducomb

The economy of Pearl River County can be aptly labeled "well rooted" for it is, in fact, primarily based on two of nature's most beautiful and bountiful trees, pine and tung.

The tung is more uniquely the claim of Pearl River County as its growth is limited to a small area of the Southern United States and the county's largest city, Picayune, is the hub of the American tung oil industry. There are nearly 60,000 countywide acres of tung in cultivation and the yearly nut harvest averages 42,000 tons. Monetary returns from the oil bring some \$5,000,000 annually to the growers and processors. Paint, varnish, and linoleum manufacturers and makers of waterproofing compounds, all maintain a constant demand for tung oil because of its essential properties. Though a feature of no economic importance, tung orchards in their spring-time blooming season, give a glimpse of rare beauty to tourists fortunate enough to be traveling through at this time. Mile after mile of highway unfolds a panorama of seemingly endless acres of trees covered with pink and white blossoms.

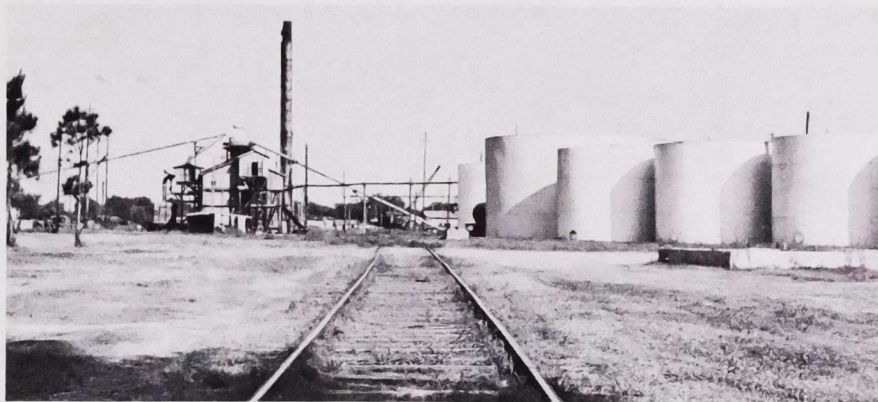
The pine tree, nature's second arboreal gift to Pearl River County, accounts for several million annually through the production of saw timber, poles, piling, pulpwood, veneers and naval stores. Good forest management practices during the past two decades have reclaimed thousands of acres stripped bare of original stands half a century ago. Future generations are now assured that forest products will guarantee prosperity for this fine pine country. The paper interests, International, Gaylord and St. Regis, maintain vast holdings in pine acreage for cutting as pulpwood. The forest (348,700 acres in woodland) also supply much hardwood which is used locally in the manufacture of plywood and veneers.

Pearl River County, 529,920 acres in size, is located in the western corner of the coastal extension of Mississippi and is bordered by the navigable Pearl River on the west, Lamar and Marion Counties on the north, Stone County on the east, and Hancock to the south. Climatic conditions are ideal with a July average of 81.3 and January 53.9. Travel throughout the

county and to neighboring large cities is easy over excellent highways. U. S. 11 gives access northeast and southwest, State 26—east and west, State 43—north and south and State 53—southeast. State 13 crosses the northeastern corner. The Southern Railway System parallels U. S. 11 and gives complete rail transportation facilities. An airport at Picayune accommodates light planes. Bus and motor transport services maintain daily schedules.



Tung tree in bloom.



63

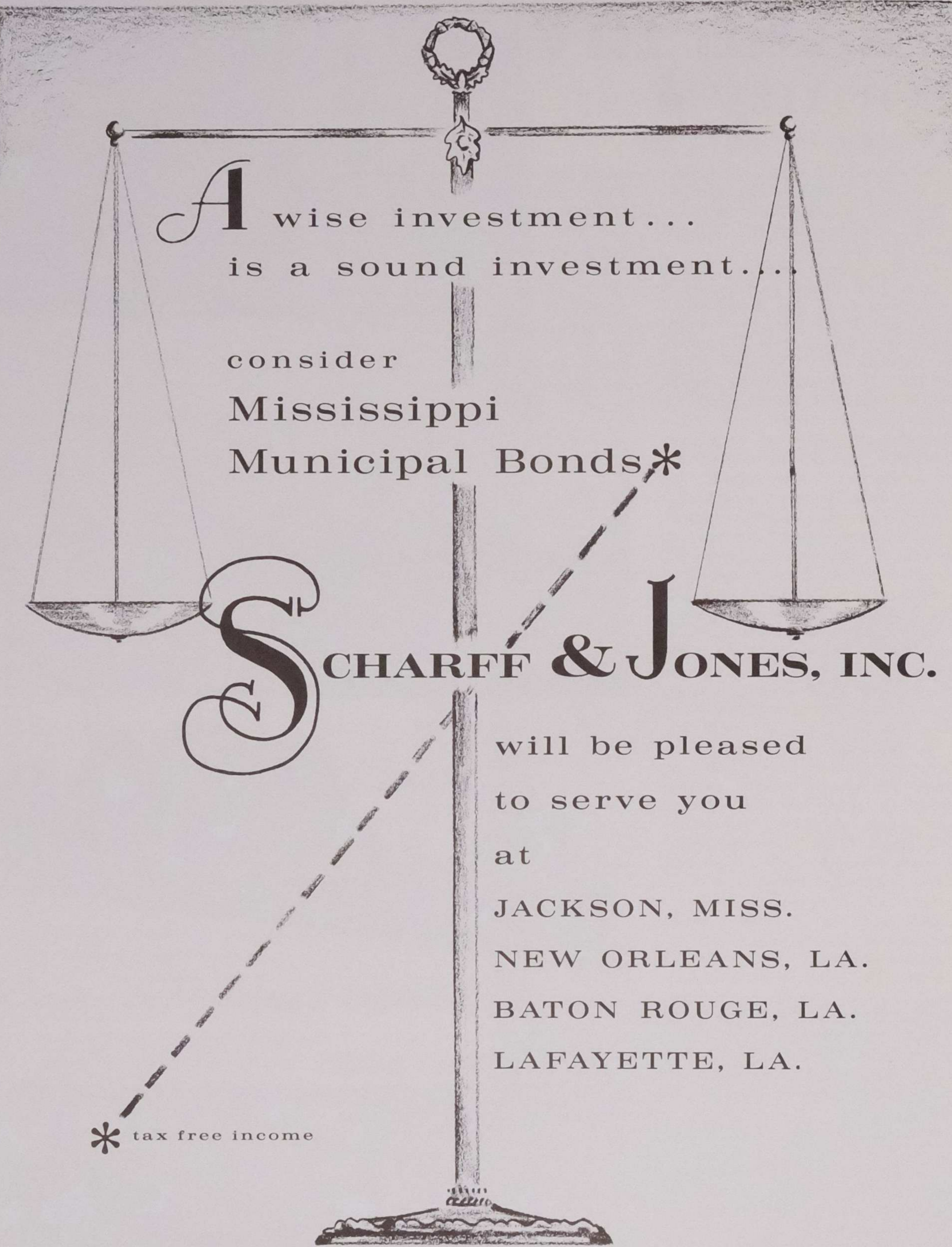


Top center, storage tanks at Crosby Forest Products at Picayune, the world's largest processor of tung oil. Below, stacked pulpwood awaiting shipment at Hawthorne Pulpwood Yards, McNeil.

Right, one of various types of loaders used at Hawthorne Yards to convey pulpwood from trucks to storage or from storage to flatcars for shipment to paper mills.







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New thirty-bed County Hospital at Poplarville.

Poplarville, County Seat, is located in the north central part of the county and is the home of Pearl River Junior College. In recent years several industries have established plants in this picturesque small city with great success.

Picayune, situated in the southwestern corner of the county, has achieved recognition for the most impressive in-

dustrial growth record in the area. It's ability to maintain an equal growth in quality residential areas and business establishments foretells a great city of tomorrow in the making.

Pearl River County presents a most enticing picture to potential residents, businessmen and industrialists. The attractive landscape of rolling hills, well-established farms, fine dairy and beef

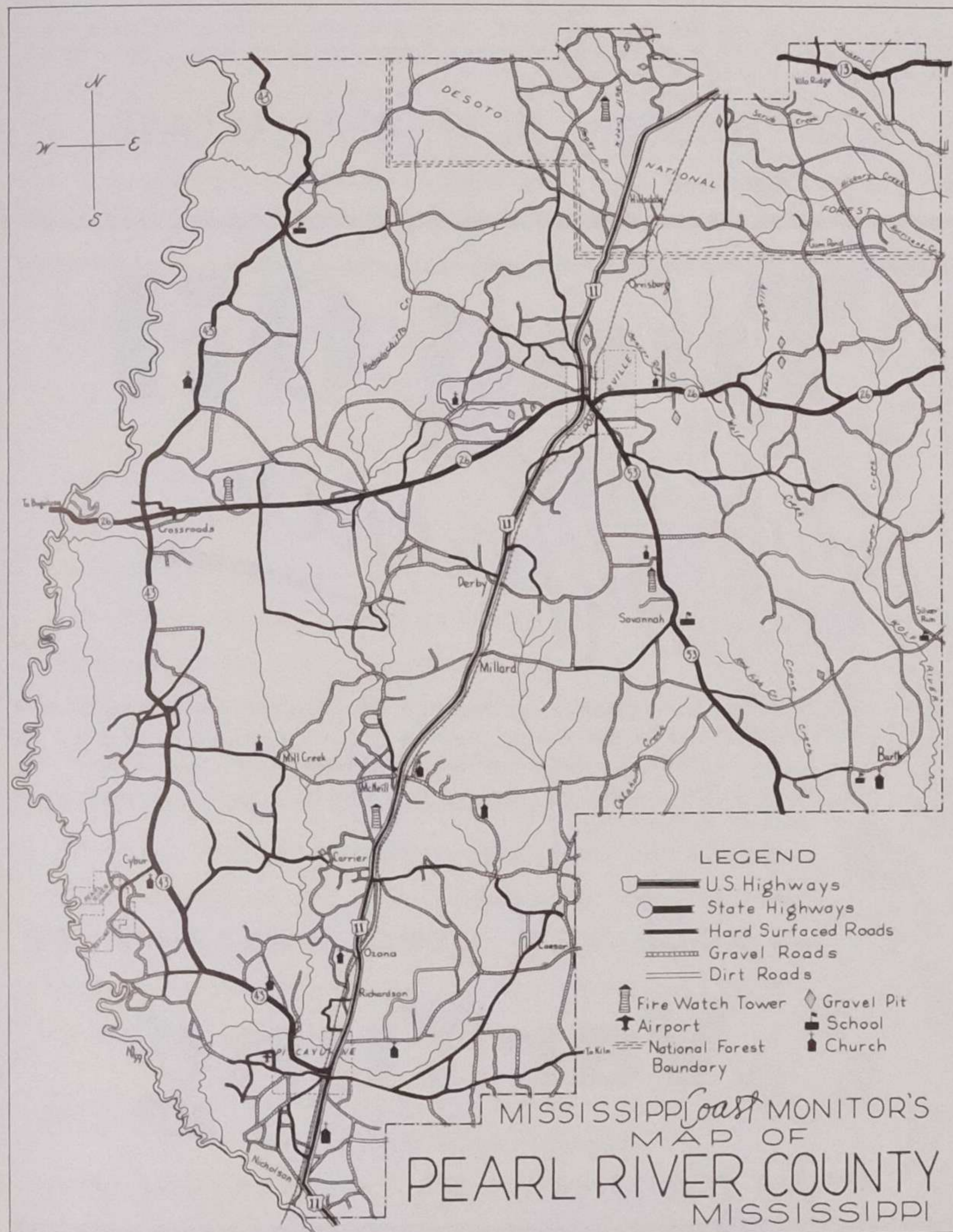


Agricultural Dept., Pearl River Junior College, Poplarville.

herds and excellent stands of timber, make rural living appealing. The two attractive towns, with prosperous business establishments and ideal residential situations, meet every demand of those who prefer the urban life. The ideal climate, abundant water supply, good labor pool (labor force approximately 7,000—wage rates 1.25 to 3.10 per hour), and room for expansion, cater to industry.

To give some idea of business potential of the county, the records of the Mississippi Tax Commission show a total tax paid in the calendar year 1959 of \$519,441.81 indicating sales of \$21,219,957.5. The present population is 20,641 so this would place per capita sales at \$1028.05. An additional retail sales potential looms large for the future from the many who work in the larger cities but who would prefer to live in the beautiful countryside of Pearl River County where such ideal pastimes as fishing, hunting, gardening, boating or golf, may be enjoyed to the fullest. Recent years have seen a tremendous increase in commuter residents and from all indications, this new resident quota will continue to rise.

65



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The natural resources of the county include oil from the now established Pistol Ridge Field. It contains ten pools producing oil and/or gas with a total well production for 1959 at 649,629 barrels of oil and 21,440,922 cubic feet of gas.

The governing officials of the county are an elected Board of five Supervisors with the Clerk of the Chancery Court acting as Clerk of the Board. Assessed valuation of the county is \$13,389,196 with assessments at 15% of real value. There is no countywide bonded indebtedness but by districts the amounts are: Pearl River County School District — \$96,000, Poplarville Special Municipal Separate School District — \$580,000, Picayune Municipal Separate School District — \$445,000. This last figure includes \$400,000 recently issued for new construction.

County tax levies by districts, including state tax of four mills, are as follows: Poplarville Special Municipal Separate School District, 79 mills; Picayune Municipal Separate School District, 32 mills; Pearl River County School District, situated in Districts 1, 2, and 3, 78 mills; Pearl River County School District, situated in Districts 4 and 5, 70 mills; Lumberton Line Consolidated School District, 71 mills. In addition to the above tax levy there is a two cents per acre levy for forest protection on all uncultivable land. County facilities include a thirty-six bed hospital and a Health Department center, both located at Poplarville.

Cooperation and active participation in community events is as evident in rural residents as townspeople. An obvious pride exists countywide and one cannot fail to be impressed by the work of organized groups in every field of endeavor; the youngsters in the Pearl River County 4-H Club (the second largest in the state), the alert Picayune Industrial Board, various cattlemen's associations, Tung Association (headquarters at Poplarville), Rotary, Chambers of Commerce, Jaycees. Their spirit and enthusiasm is contagious and will do much to further accelerate the now rapid growth of Pearl River County.



This trench type silo, on well drained land in Pearl River County, is both satisfactory and economical and will hold some 250 tons of cattle food. Below, cattle and tung are a profitable combination throughout the county



67

## Site Location Managers:

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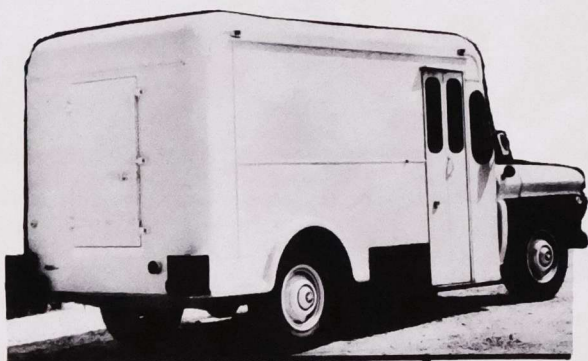


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DURA-VAN**

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# STEWART DURA-VAN INC.

by Wayne P. Ducomb

In the distribution of highly perishable commodities, two important factors, rapid delivery and maximum safe storage time, demand completely dependable units. In its fourteen years of operation, Stewart DuraVan, Inc., located in Picayune's new Industrial Park, has gained widespread recognition for production of quality custom-built refrigerated truck bodies that meet every requirement.

Since the problems of mobile refrigeration are varied, basic system designs are subject to constant revision. Stewart DuraVan employs the latest engineering techniques for maintaining the maximum in serviceability. An outstanding feature offered customers is unlimited design, both interior and exterior, tailor-made to specific needs and wishes. There is no stock group of bodies from which one *must* select and adapt. Instead, the requisites for efficient loading, delivery, and company identification determine the construction of each order. Designs accommodate the buyer, *his* sales methods and loading specifications, be it milk products or frozen foods.

A unique feature, that combines economy and ease of maintenance, is the use of removable body panels which are kept in stock at Stewart and are ready for immediate shipment and easy replacement installation by the truck owner. Volume production and low overhead combine to give the buyer a superior truck body at a reasonable price. Top quality insulation, positive seal of outer shell, and the intelligent use of vapor barriers team up to give longer full-cold protection, allowing commodities to be loaded at non-peak plant hours yet remain at necessary temperatures until delivery time. Longer delivery routes may be maintained, thereby serving more customers with fewer routemen.

Stewart DuraVan Inc. was founded in 1947 by Mr. Gene Stewart and his son Bob. The outstanding engineering ability of this team is responsible for the structural excellence of DuraVan truck bodies. In 1951 the company moved to Picayune, Miss., because of the advantages of available labor and low overhead costs. In 1959 they were the first to locate in the new Picayune Industrial Park. Their fine new plant covers 14,000 feet of floor space and is built on a five acre site. The attractive entrance building, located directly in front of the factory, houses

the executive and engineering offices. The plant is equipped with the latest, most efficient machinery, and methods are guided by up-to-the-minute research on insulation efficiency, refrigeration, and structural tensile strength. Twenty-five people are employed by this company and the annual payroll is \$100,000. Their refrigerated units have been used by more than 300 companies in this country and abroad and three salesmen travel the sales area to keep in close touch with customers.

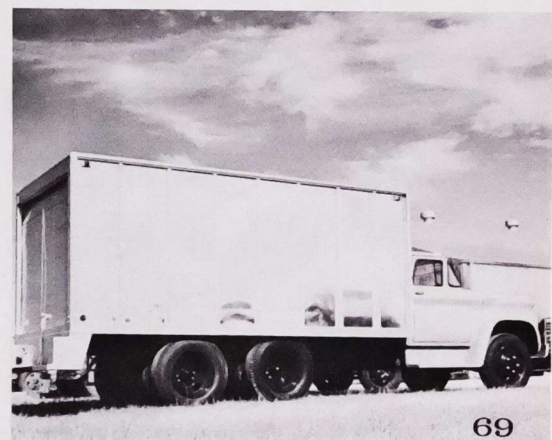
Owners, drivers, and maintenance men are all considered in design. In some instances one man assumes all three roles and in his case the outstanding advantages of the Stewart line have proved most highly efficient.

In the personalized service of this fine company, contact with the customer does not end with the signing of a bill of sale. All customers are checked regularly to determine if their mobile units are operating at peak efficiency and completely satisfying to the user.

Spacious assembly area of Stewart Dura-Van plant at Picayune.



Photo by Tate Thigpen



There is no doubt that such excellent manufacturer-consumer relations combined with top performance will assure the continued successful upward trend of the sales production record of this noteworthy manufacturer. He and others who operate with the same integrity of purpose and assurance of quality are favorably focusing the nation's attention on our New Industrial South Mississippi.



YOU'LL LIKE . . .

# PICAYUNE



the  
city  
that  
HAS

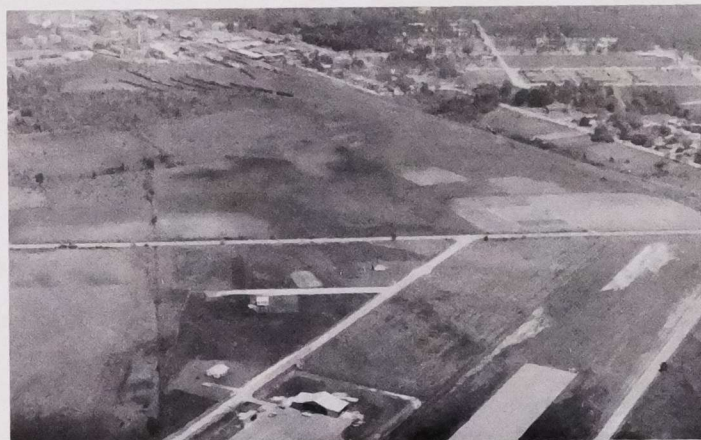
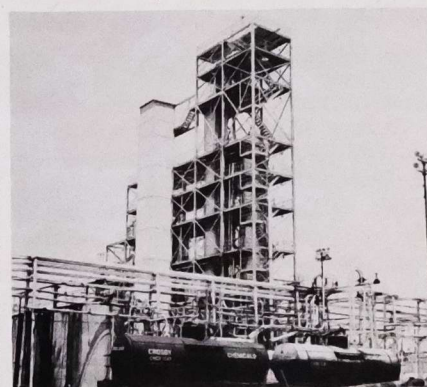
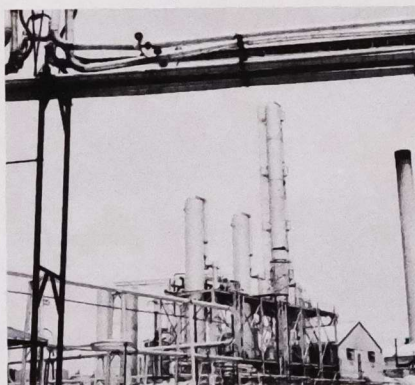
## INDUSTRY IN MIND

IN ITS PLANNING  
FOR THE FUTURE

70

In this ideal, fast-growing industrial area you'll find an unlimited water supply, ample dependable labor, air, rail and truck service, excellent highways and roads, planned industrial sites in a superior industrial park, ideal climate, pleasant living conditions, and alert, progressive citizens with great pride in the community in which they live.

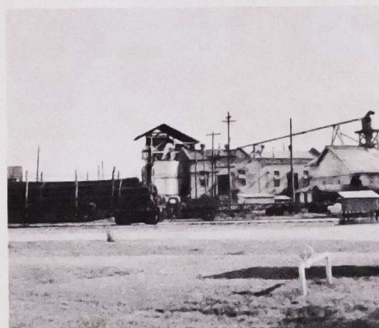
THERE'S DIRECT RAIL SERVICE  
TO OUR INDUSTRIAL PARK



INDUSTRIAL  
PARK



STEWART  
DURA-VAN



CROSBY  
FOREST  
PRODUCTS



CROSBY CHEMICALS



*locate where industry gets a helping hand!*



## PICAYUNE ●

by Wayne P. Ducomb

How do you begin to track down the wellspring of surging growth when it dominates an entire municipality? It does not seem to stem from any one source. Such a singleness of purpose, when applied to progressive community development, seems to be nourished by the hopes, ideals and plans of a dedicated citizenry and is as sure of attaining its goal as the paths of stars.

Picayune, Mississippi, is one of these amazing phenomena. So recently that it is still within the memory of its active leaders, Picayune was an obscure mill town with no apparent permanency in its construction. Today it is accepted by all neighboring areas as the coming boom town of the coastal area.

Located in the southwest section of Pearl River County, it is 55 miles from New Orleans, 47 miles from Gulfport, and 119 miles from Mobile. Elevation is sixty feet above sea level and the mild year-round climate averages 81.3 degrees in July and 51.9 degrees in January. Annual rainfall averages 62 inches and there are approximately 265 frost free days annually. Its population today has reached 9,500 as compared with 6,707 in 1950. City planners conservatively estimate that the 1980 census will be 15,000.

Excellent highways serve Picayune; U. S. 11 (SW and NE), State 43 (SE and NW). A first-rate blacktop road heads SE to connect with State 603. Upon completion of the new Interstate Highway, now under construction, the big port city of New Orleans will be only 45 minutes away by motor travel. The mainline of the Southern Railway System furnishes rail service to all points and local industry is accommodated by trunk line service of the Pearl River Valley Railroad, which connects with Southern. Greyhound Lines route nineteen buses daily through the city. Four locally owned truck lines have terminals in Picayune and national lines give daily service. Picayune Airport, a municipally owned enterprise complete with hangers and facilities for fueling, has a 5000 foot runway with 4800 x 300 feet paved. It is automatically lighted and has a lighted beacon and lighted windsock. Commercial scheduled flights are available from Gulfport and New Orleans.

Communications services are provided by Southern Bell Telephone and Telegraph (with a modern dial system), a 5000 watt radio station—local

(Tung Broadcasting Co.), and the Picayune Item, an excellent weekly paper. Daily papers from New Orleans and Gulfport are also available. Television reception is from New Orleans, Hattiesburg, Mobile, Baton Rouge and Jackson.

Utilities are dependable and completely adequate to meet all demands of residents and industry; electricity by Mississippi Power Co., city owned gas system, supplied natural gas by United Gas Corp.; water by a city owned water system supplied from three artesian wells. Available water in the Picayune area is in unlimited supply from sub-surface sources, flowing streams and abundant rainfall. The city also owns and operates the sewer system.

The First National Bank and the Bank of Picayune have combined deposits of approximately \$8,000,000 and offer complete banking services. The fast growing First Federal Savings and Loan Co., erected a handsome new building in 1960 and had, as of June 3, 1960 assets of \$2,462,876.84.

Incorporated September 31, 1904, Picayune, operating under code charter, is the only city in the Mississippi Coastal area to utilize the city manager form of government. Aware of the fortunate destiny of their city to become one of the foremost in Mississippi, the citizens of Picayune, headed by the elected mayor and board of councilmen and the appointed city manager, continue their progress under the guidance of a professional city planner, Dan S. Martin and Associates of New Orleans, La. This assures industry, as well as citizens, that the development of their city shall be most beneficial to all concerned and its rapid growth shall never diminish its quality. Under this far sighted planning, a sewage disposal lagoon was recently completed and installation of the sewage collection system in that area is now underway.

An indication of the city's growth is shown in the listings of 2034 water consumers and an increase in telephone installations from 930 in 1950 to 1400 in 1960; electricity—1400 in 1950 to 2350 in 1960; natural gas—1350 in 1950 to 2208 in 1960. Retail sales may be gauged by the one-half cent city sales tax which has climbed from a monthly record of \$2,600 in 1957 to \$5,314 for the same month in 1960, placing sales at \$1,060,000. Postal receipts have grown from \$56,777 in 1950 to \$88,740 in 1959.

Assessed valuation of Picayune is approximately \$10,000,000 with assessments at 30% of real value. Tax levies



City Hall, Picayune.

inside the city are 44 mills. School district levy is at 28 mills outside the city. Bonded indebtedness of the city is \$25,000. A recent vote approved issuance of \$400,000 in bonds for new school construction and the erection of a city auditorium. The city law enforcement department is staffed by eight salaried officers operating with six radio controlled patrol cars. The fire department consists of eight paid firemen, a chief and a trained crew of fifteen volunteers. Two fire stations are located at opposite ends of town and equipment consists of two 750 gallons per minute pumpers. Water pressure is maintained at sixty pound per square inch.

City schools for both white and colored are excellent and have enrollments of 210 white and 1100 negro students. There are two private kindergartens, four elementary, one junior high and one high school for white students, and two elementary and one high school for negroes. Picayune Memorial Stadium, one of the finest in the south, is constructed of reinforced concrete, seats 5000, and is lighted for

The Hermitage, at Picayune, beautiful antebellum home set in spacious, exquisitely landscaped grounds, was built on the site of an old Indian Village.





# In the heart of the New South .. THE INDUSTRIAL SOUTH

all eyes are focused on ...

## PICAYUNE

MISSISSIPPI

*There's excitement in the air! New industries moving in—new residents—new homes—new construction in our business district. Our town's the topic of conversation among area industrialists and businessmen. The steady, sure growth of Picayune and the prosperity of its citizens will always have the assurance of our guardian service. This is our proudest privilege.*

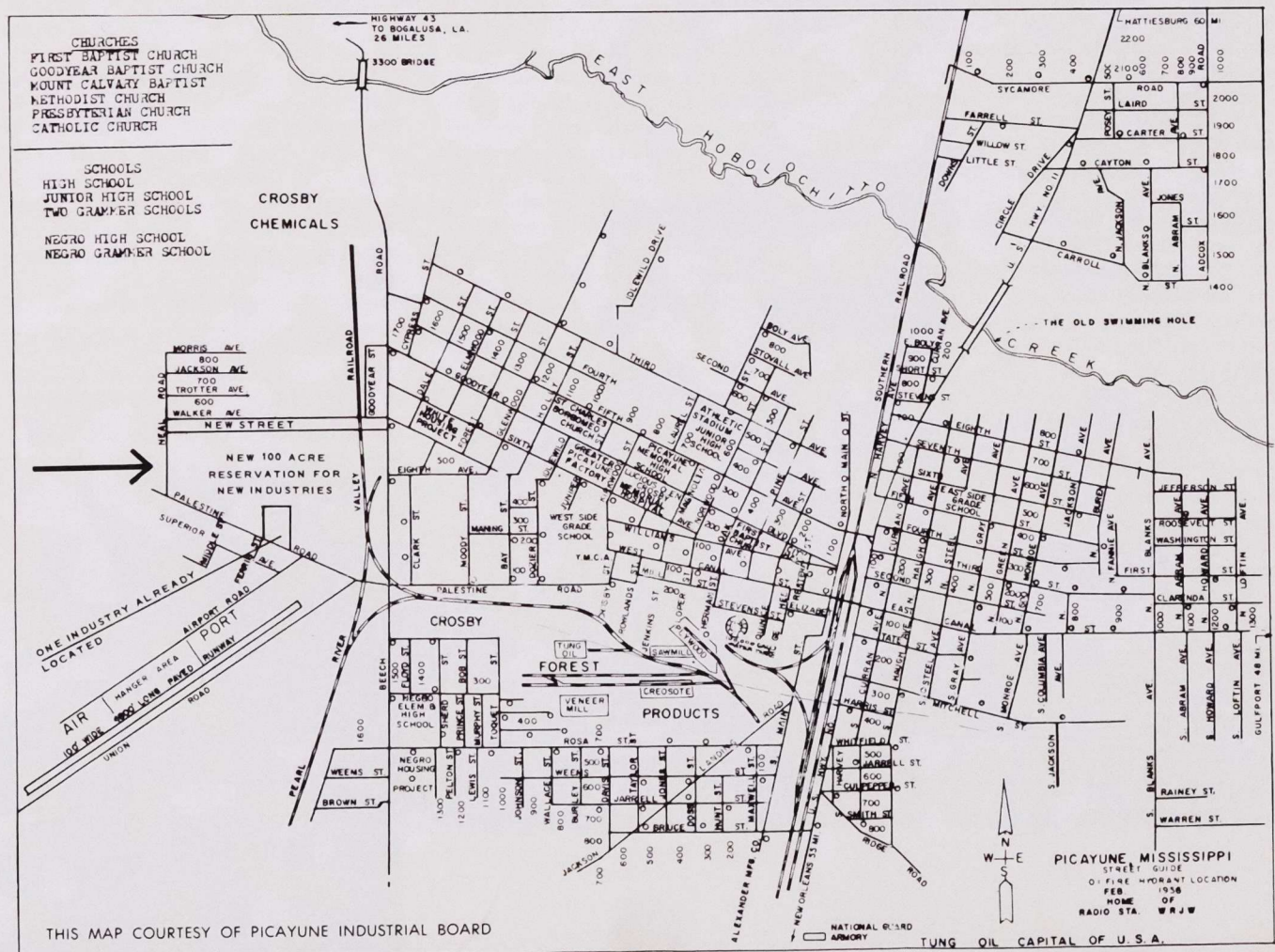
## BANK OF PICAYUNE

*Serving citizens of the area since 1904*

Complete Banking Service • Member F. D. I. C.



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THIS MAP COURTESY OF PICAYUNE INDUSTRIAL BOARD



night use. Negro athletic grounds contain a football field and baseball diamond and swimming pool. There is year-round supervision of athletics by a director and several assistants for school sports programs and summer recreation. The Picayune High School Band is an outstanding musical aggregation, and is the only high school band in the South which has played in the Macy and Rose Bowl parades.

The Y. M. C. A., housed in a fine brick building and containing the latest in equipment, boasts a large swimming pool where summer instruction is held, also bowling alleys and tennis courts. Programs encompassing all phases of outdoor recreation are conducted for young people and their parents. Little League clubs are active and claim large attendance. There are three movie houses showing current films throughout the year. Rodeos and horse shows are held frequently and one of the outstanding events of the year is the Pearl River County Livestock Show, staged annually in Picayune. For more sophisticated entertainment—dinners, luncheons, parties, dancing or golf—the lovely Picayune Country Club, on a picturesque ninety acre tract of land, is a popular center of social activity. The fisherman and hunter find nearby streams, the Gulf of Mexico and nearby marshes and swamps, abounding in fish and game.

The people of Picayune are a religious people and support twelve white and three colored churches. Among these houses of worship all faiths are represented. The attractive well-cared for structures speak well for this city of busy people.

An impressive edifice on Goodyear Ave. is the white-columned City Hall which houses the city library as well as municipal offices. On the same avenue, one drives past the magnificent Lucius Olen Crosby Memorial Hospital, one of the South's finest hospitals. Constructed in 1953, it contains 64 beds and construction is now under way on a 36-bed addition. All rooms are private with private bath and air conditioning and oxygen are piped to each room. Located on two spacious city blocks and costing over a million dollars, this beautiful structure was built by the Ethel Crosby Foundation Fund. The present expansion, also financed by the same foundation, will increase laboratory facilities, enlarge X-ray area and expand medical records section. A four bed recovery suite will be added on the second floor adjacent to the operating room. This hospital, this generous gift to the people of Picayune, is without a doubt one of the finest and most noble gestures that could be made by private citizens

to their home community. There are nine physicians and surgeons, four dentists, two optometrists and twenty-five registered nurses rendering professional services. Other medical centers are the Health Center (a state agency) and three clinics. Additional medical men would be welcome to care for the growing population.

The residential areas most notably exhibit the charm and friendliness that seem to permeate the entire city. A view of the attractive homes, well kept grounds, and spacious streets, will indeed lure many to this fine community. The genuine hospitality that is manifest among the businessmen of Picayune is most evident in those who greet visitors and travelers in the hotels and two motels, the two large restaurants and the numerous smaller ones. This is the place where you will enjoy some of the finest Southern cooking and real Southern Hospitality.

The Picayune business section occupies several streets in the approximate center of the city area. It is well equipped with stores offering every necessary merchandise and service. There are about 100 retail establishments employing a total of nearly 500 employees.

Industry has loomed to a place of prime importance and Picayune claims more industry than any city of comparable size in the state. Wage scales are high and labor management relations are excellent. The varied enterprises include Crosby Chemicals—tall oil and terpene specialties; Crosby Forest Products—tung oil, paint, varnish, creosoted poles and piling, sawmill; Stewart DuraVan Co. — truck bodies; Rittener Engineering Co. — steel construction units; Alexander Manufacturing Co.—farm machinery; Stewart Machine and Engineering Co. — butane tanks; Barnett and Jaffe — case manufacturers; Brown's Velvet Marketing—milk products; Bonnie Francis—lingerie; Gulf Laminates—plywood; Wheat Sawmill Co.—lumber; Picayune Veneer and Plywood—plywood, veneer, flooring; and the newest addition to the industrial picture in September, 1960, St. Regis Paper Co.'s Rathborne, Hair and Ridgeway Division, manufacturers of wirebound containers. This new industry has a weekly payroll of \$20,000 and employs 450 workers.

Picayune's 100 acre Industrial Park was opened in June, 1959 and is unexcelled in the advantages it offers the industrialist. Wide paved roads border it on three sides and it is bisected by the Pearl River Valley Railroad which

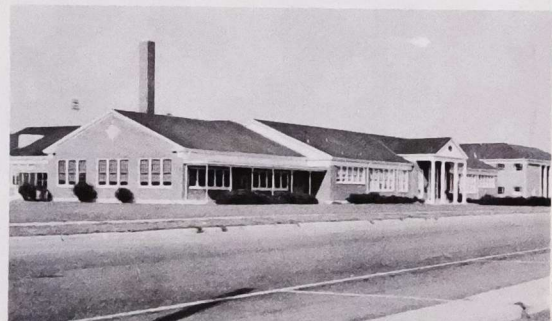
Top, typical of the attractive homes in Picayune is the residence of Mr. and Mrs. Elwood Hanson. Bottom, the beautiful Picayune Memorial High School.



Top, entrance to Lucius Olen Crosby Memorial Hospital, Picayune. Below, interior view of hallway.

will place sidings for occupants. It adjoins Picayune Airport and is within the city limits. This permits city police and fire protection, water and sewer lines. Industrial electric power is supplied by Mississippi Power Co. and industrial fuel by United Gas Corp. Attractive tax considerations and complete cooperation by local officials are offered to all who establish here.

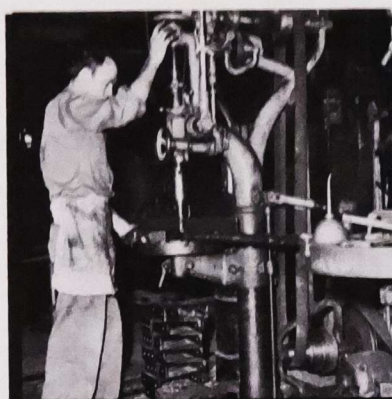
It is always rewarding to see the indomitable American spirit in action. To see results of thrift, hard work, cooperation, fair play and determination, culminate in success and recognition. This is Picayune. Standing proudly with an aura of confidence in a once virtually ignored section of south Mississippi, it is indeed, most obviously, the coming boom town of the Coastal Area.





# We don't like to BOAST .. but

there's a special quality (they tell us)  
that seems to assure success for any  
industry that locates in POPLARVILLE.  
Is it the ready supply of good workers?  
Or perhaps our ideal climate?  
Of course there's no problem of  
receiving or sending out shipments,  
we're on excellent highways and a rail  
line. Whatever the reason—  
maybe this is the place  
YOU'VE been looking for—because



# POPLARVILLE

*is a success story in Southern Mississippi!*



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## Complete Banking Service

FOR THE PEOPLE OF  
PEARL RIVER COUNTY

Since 1914

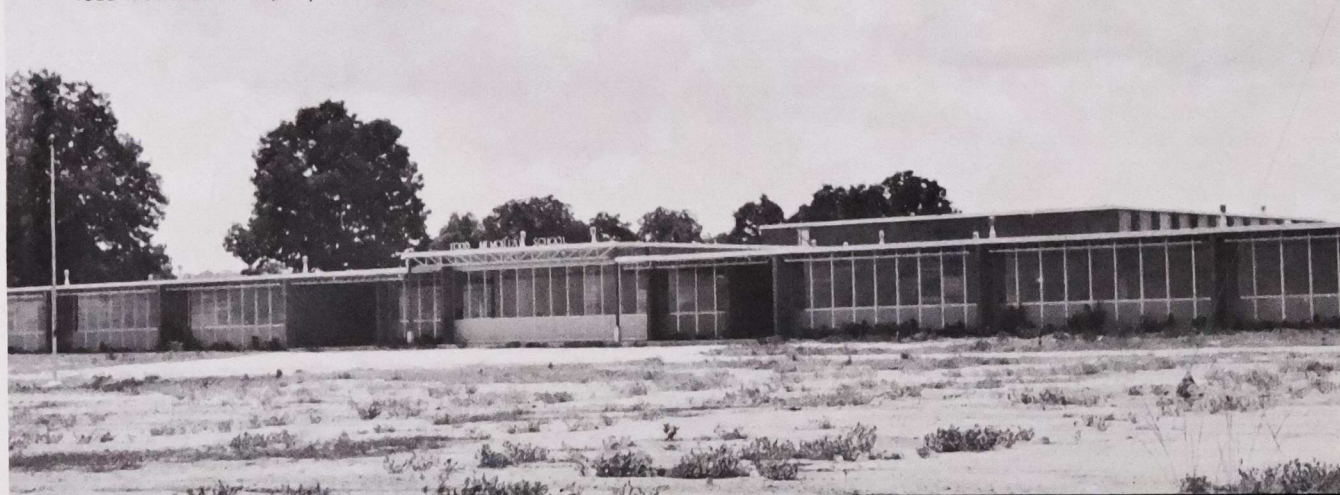
## BANK OF COMMERCE

MEMBER F.D.I.C.

POPLARVILLE, MISS.  
DIAL - SW 5 - 4533



Todd Memorial School, Poplarville





# POPLARVILLE ●

by Wayne P. Ducomb

The relaxed charm of Poplarville, county seat of Pearl River County, is apparent even to the traveler just passing through. Its trim, attractive homes, set among the many trees that line every street, are true representatives of the gracious friendly people who live within. Business is good in Poplarville, its merchants offer well-stocked shelves and all necessary service facilities are available. It supplies the additional service of efficient farm equipment maintenance, a most necessary service in this highly agricultural area.

Manufacturers have located here with outstanding results. Movie Star Inc., makers of fine lingerie, have recently enlarged their plant. Originally built with a BAWI bond issue, company officials have been more than pleased with the success of this location. They, and other manufacturers, find labor easily trained and reliable, and all needed facilities for shipping and receiving. Another noteworthy industry is the Poplarville Implement Company, manufacturers of disc harrows, rotary cutters, and soil pulverizers, who maintain their own foundry in conjunction with the factory. Utilizing local raw materials, Pearl River Hampers Inc., produce hampers for agricultural purposes. These three plants employ a total of 750 persons.

The offices of the American Tung Oil Association are located at Poplarville. Other local agricultural organizations are the Poplarville Dairy Association, Pearl River Artificial Breeders Association and The Louisiana-Mississippi Milk Producers Association.

Plants depending on agricultural, forest or tung products will find Poplarville an ideal location. The year-round climate is mild, elevation 313 feet above sea level, and transportation facilities are excellent. There is ample labor, with an employment agency in town to aid in recruiting workers when needed.

The city is governed by a Mayor and Board of Aldermen. The water and sewerage systems are city owned and citizens have assurance of police and fire protection. The county hospital, health department, three physicians and three dentists provide medical services. Methodist, Baptist and Presbyterian churches are within the city, churches of other denominations are located in nearby towns.

Property tax levy is 18 mills in town and 79 mills for the Poplarville Special Municipal Separate School District. Assessments are 15% of real value and assessed valuation of real property is \$679,505. The town has no bonded indebtedness. The sewage disposal system has \$458,000 of bonded indebtedness payable from its revenues.

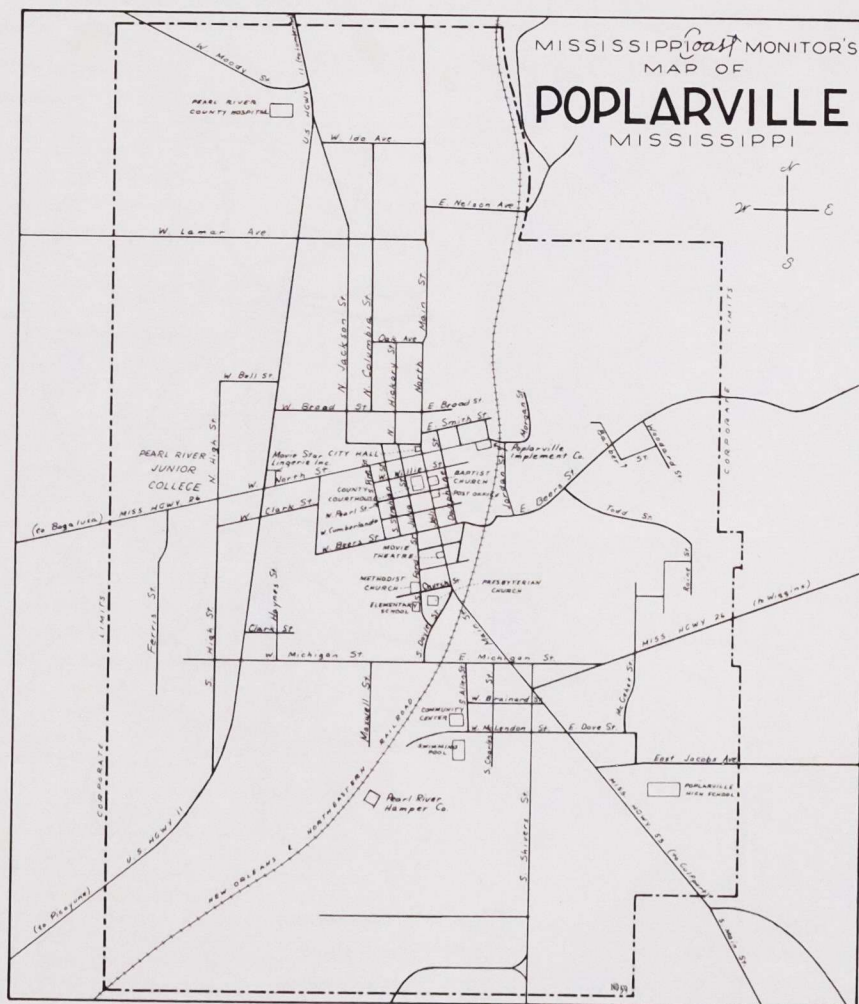
Three fine school buildings, one completed in 1960, accommodate elementary and high school students. Total enrollments exceed 1000. Pearl River Junior College, for students from Pearl River, Hancock, Marion, Lamar, and Jefferson Davis counties hold classes for senior high and junior college students and offer vocational courses related to industry and business of the area. The average enrollment is 600 students.

Recreation for the young people is well planned with activities centered around the Community House, where there are also tennis courts, softball field and swimming pool, and playground facilities for the very young folk. A movie theatre and sports events at the College Stadium give year-round diversion to all.



Pearl River Junior College.

Your first impression of Poplarville will not deceive you. It is indeed a small city of great charm and one where serenity can be attained in everyday living. Yet do not be misled by this quiet atmosphere, for underneath this exterior of calm is a busy productive community that holds a promise of extensive future development. As a businessman or new resident, take a second look at Poplarville, an inquiring look may reap future dividends that exceed your fondest dreams.





# STONE

THE OPPORTUNITY COUNTY

where products of the land supply  
the springboard for industry.

## ★ FORESTS

Primarily high quality long leaf and slash pine forests with abundant quantities of red gum, blackgum bay, poplar, magnolia and oak timber along streams.

Volumes (From 1957 Forest Survey)

Pine	398 million cu. ft. or 5.3 million cords (1.6 billion fbm of this was sawtimber)
Soft Hdw.	137 million cu. ft. or 1.8 million cords
Hard Hdw.	50 million cu. ft. or 680,000 cords (480 million fbm of this was sawtimber)

Annual Cut (From 1957 State Severance Tax report)

Pine & Hdw.	18.8 million cu. ft. or 250,700 cords (70 million bdf of this in sawtimber)
-------------	--

Growth (From 1957 Forest Survey)

Net Annual Growth	1957	51 million cu. ft.
Predicted Annual Volume	1967	1100 million cu. ft.
Predicted Annual Volume	1977	1700 million cu. ft.
Potential Sustained Cut	1967	100 million cu. ft.
Potential Sustained Cut	1977	200 million cu. ft.

## ★ AGRICULTURE

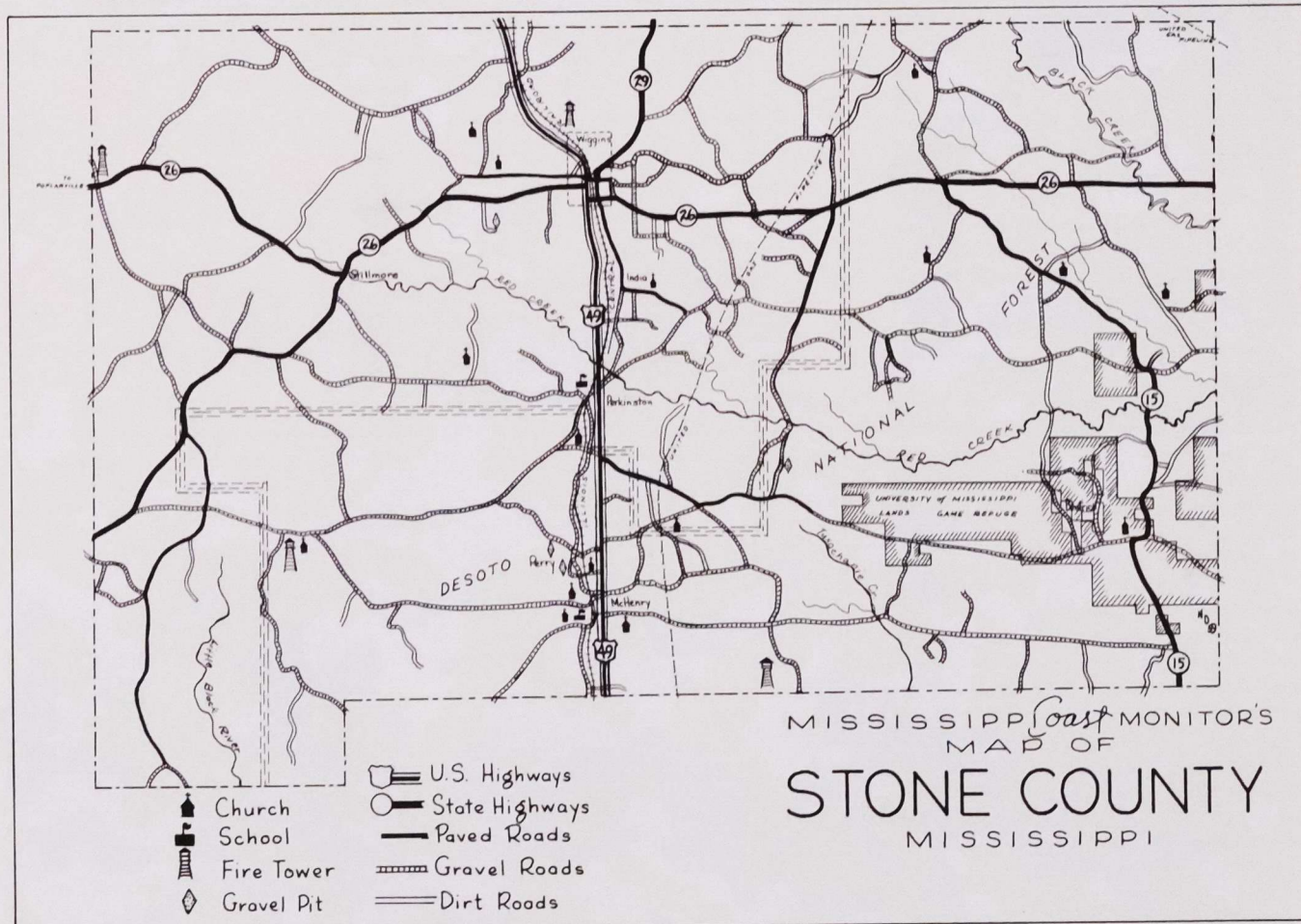
Our country's exploding population makes ever increasing demands of the food industry. Food processors seeking new locations will find STONE County an ideal spot. Rich agricultural lands can and will produce to meet needs. Abundant electric power, gas, water, labor and transportation are available.

## ★ OPPORTUNITY AWAITS INDUSTRY IN STONE COUNTY



PROFIT BY LOCATING  
NEAR YOUR SOURCE  
OF SUPPLY

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# STONE county •

by Caroline Kiefer

Stone, the least populated of the six Mississippi Coast Counties, is nevertheless most important economically. It is one of the great timber counties, and is rebuilding an empire by leading the state in its reforestation program. U. S. census figures show its population to be 6,948 for 1960 as compared to the 1950 census of 6,264, a gain of 10.9%. The Town of Wiggins is its seat of government and only incorporated community.

The county lies directly north of Harrison and is bisected by U. S. Highway 49. It is interlaced by Mississippi Highways 26-29-57, and a number of hard surfaced county roads provide superior traveling to all rural areas. The Illinois Central Railroad runs north through the county from its Gulfport terminal, providing freight service. Trailway lines supply bus transportation and major van lines give service to all sections of the county.

The Pearl River Valley Electric Power Association provides rural electricity, and electric power for urban and industrial centers is supplied by the Mississippi Power Co. United Gas services the area with natural gas, and sub-surface water supplies are from deep artesian wells, with plentiful surface waters from two large creeks, the Red which flows centrally through the area, and the Black in the northeast.

Tung, melons, cucumbers, pecans and row crops provide a second economy, and in recent years herds of breed cattle have been successfully established with year round grazing responsible for this venture.

Primarily agricultural, the county has also become industrial minded, and installation of sawmills, veneer plants, pole and debarking yard, gum naval stores distillation plant, dogwood shuttle mill, and two large pulpwood concentration yards are successful operations. The largest single industry produces nationally known brands of pickle products.

Although sparsely populated, the quality of facilities are inviting factors. The county maintained 22 bed hospital is one of the most modern and well equipped installations of its kind in the state. Six physicians and surgeons, radiologists, pathologists, and a number of out of county specialists are associate staff members.

Its school system is superior with public schools divided into three districts, and including three elementary and two high schools. The county maintains a Training School for Negroes, and this modern plant, equipped with science laboratory, commercial department, library, infirmary, teachers' lounge and gymnasium was completed several years ago. Perkinston Junior College for white students is recognized as one of the accredited schools of the state, with free tuition for students residing at home, and charges of \$34.50 monthly for boarding students. This installation is supported by Stone, Harrison, Jackson and George Counties.

A Board of Supervisors, elected at four-year intervals govern the county. Total ad valorem assessments for 1959 were \$3,773,889.00. Assessment practices are approximately 25% of real value. Public utilities were assessed at \$664,476.00. Gross sales for 1959 were \$7,826,868.50, an increase of 6.87% over the 1958 gross.

A large portion of the DeSoto National Park lies in the county. Hunting and fresh water fishing are enjoyed in the woods and streams where game is plentiful. Deer and turkey are being propagated under the State Fish and Game Commission in the 100,000 acres of the Red Creek Wildlife Management area located in the county.

Stone offers opportunities for industry, business and residents. It has mild climate, an average of 56 inches of rainfall annually, and approximately eight frost-free months. Topography shows its land to be rolling and hilly, and it is sufficiently removed from the immediate coast line so as to assure protection from hazards of storms in the Gulf.

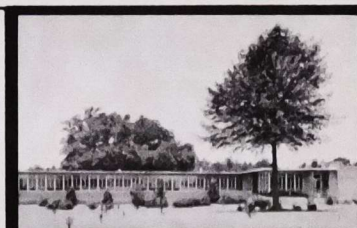
*Top, main street of Wiggins, Miss. has a fascinating western look. Lower top, the Jos. Saia home in Wiggins' new residential area, located in a hilly woodland area, below a more traditionally southern style home is the W. M. Breland residence in the center of town. Bottom, the handsome new First Baptist Church at Wiggins with its uniquely interesting copper spire is a prime example of the new trend in construction in the Coastal Area.*





# *We want you to know* about ... **GEORGE COUNTY**

Meet our "progress-minded" citizens—planning a future that will make our county one of the outstanding in the state and sparing no effort in working to that goal. Learn about our present success in industrial as well as agricultural ventures. How can we miss—we're a "stone's throw" from three busy ports, well served by highway and rail facilities, plenty of good locations for development and brimfull of enthusiasm and energy. Keep your eye on GEORGE COUNTY—



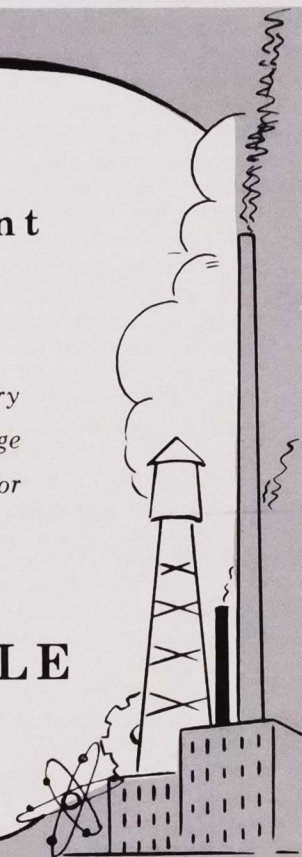
**it's**  
**making its mark in South Mississippi**

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## **DEDICATED** **To the Growth and Betterment** **of LUCEDALE** **and GEORGE COUNTY, MISS.**

*In the rich agricultural lands of George County, Industry has found a new frontier. It is our aim and our privilege to work and plan with both agriculture and industry for a bright, successful future for the people of our area.*

### **THE BANK OF LUCEDALE** **FOUNDED - 1903**





# GEORGE county •

by Darwin Maples • County attorney

George County, Mississippi, and its trade area has continuously and uninter-  
ruptedly grown in population and fi-  
nancial resources since the county be-  
came existent in April, 1910. That  
year approximately 200 qualified elec-  
tors voted to determine whether the  
area should be formed into a county.  
Today there are 4,000 or more quali-  
fied electors in the county.

The 1940 census showed a popula-  
tion of approximately 8,000, as com-  
pared to the population of 1960 which  
is reliably estimated to be approxi-  
mately 12,000. Although there has  
been a slight decrease in population in  
the State of Mississippi during the past  
two or three decades, George Coun-  
ty, and its trade area (actually most  
of South Mississippi) has during the  
same decades experienced a rapid in-  
crease in population. The Negro popu-  
lation is approximately 10% of the total  
population.

Despite the fact that most of our  
nation is presently in an economic re-  
cession, George County and its trade  
area are not experiencing a business  
recession. Business activity is actually  
increasing, and the Bank of Lucedale,  
founded in 1903, seven years before  
the County was organized, shows in-  
creased deposits at this time. The  
county and its trade area constitute  
a part of the Gulf Coast region of  
Mississippi and Alabama, and econo-  
mic prosperity is presently very good  
in the entire Gulf Coast region.

Unemployment is at a minimum in  
George County and its trade area.  
Hundreds of county citizens commute  
every work day between their homes  
and their places of employment in Pas-  
cagoula and Biloxi, Miss., and Mobile,  
Ala. The Ingalls Shipbuilding Corpora-  
tion at Pascagoula is working on pro-  
duction covered by multi-million dollar  
contracts, which insure its continued  
operations for the next three to four  
years. Led only by Jackson County,  
where the shipbuilding yards are  
located, George County furnishes the  
largest number of Ingalls employees.

The exact number of George County  
residents employed at and in the new  
Bayou Casotte Port and Industrial  
Area Development in Jackson County,  
is unknown, but their number is con-  
siderable.

Present employees in George County  
may be listed as follows:

## Place & Type of Employment

	No. of Employees
Ingalls Shipbuilding Corporation	932
Brookley Field and Keesler Field	340
Sundry skilled workers	210
At four sawmills	105
At one veneer mill	58
At one paper roll plug mill	42
At one shuttle mill	22
At two feed mills	12
At one garment plant	160
Reforestation and timber workers	190
At one cotton gin and seed plant	5
In farm offices	18
County & Town maintenances employees	62
At County and Town offices	14
Public service corporation employees	57
Office and store clerks, mechanics, etc.	251
At one seed extraction plant	26
Total Employees . . . . .	2,504

(The previous shown figure of 2,504  
employees working for wages or sala-  
ries is inclusive of all employees in  
George County, and does not include  
employees outside the county but still  
in the trade area of the county.)

The following list gives the number  
of general business houses and profes-  
sional men operating within the county:

Retail stores	68
Auto	5
Tractor, and farm machinery dealers	5
Wholesale Auto Parts Dealers	2
Auto Repair Shops	11
Wholesale gasoline distributors	5
Service stations	56
Butane and Propane Distributors	3
Drug Stores	4
Furniture and Appliance Stores	8
Restaurants	10
Theatres	3
Insurance Agencies	8
Attorneys	7
Doctors, Medical	6
Hospitals	1
Doctors Clinics	2
Health Centers	1
Chiropractors	2
Newspapers	1
Feed Mills	2
Natural Gas-Local Company	1
Total . . . . .	210



Photo by Roy Dean

Fine herds graze in the rich pastures  
of George County.

From latest records, the eight counties  
furnishing the largest numbers of In-  
galls Shipbuilding Corporation's 7,557  
employees were as follows:

	No. of Employees
1. Jackson County, Miss.	5,084
2. George County, Miss.	932
3. Harrison County, Miss.	528
4. Mobile County, Alabama	375
5. Hancock County, Miss.	111
6. Forrest County, Miss.	100
7. Greene County, Miss.	83
8. Stone County, Miss.	58

Twenty-four additional counties in Mis-  
sissippi and Alabama furnished the re-  
mainder of the 7,557 employees. IT  
MUST BE EMPHASIZED THAT  
GEORGE COUNTY AND ITS IMME-  
DIATE TRADE AREA FURNISH AT  
LEAST A THOUSAND EMPLOYEES  
WHO COMMUTE EVERY DAY BE-  
TWEEN THEIR HOMES AND THE  
INGALLS PLANT.

At Brookley Air Force Base, Mobile,  
Ala., and Keesler Field in Biloxi, Miss.,  
a total of 340 employees are from  
George County.

The stately, impressive George County  
Courthouse in Lucedale.







Picturesque Ruri-Mar Ranch is the largest ranch in George County.



Photo—Courtesy Bank of Lucedale

The George County Stockyards at Lucedale hold weekly auctions.

Telephone subscribers at present in the county are numbering between 1,600 and 1,700; approximately 2,200 electric power subscribers are listed on the Singing River Electric Power Association (REA) system, and 800 electric power subscribers on the Mississippi Power Company system; making a total of approximately 3,000 electric power subscribers; 550 to 600 natural gas subscribers; 600 subscribers for water service in the town of Lucedale.

The county contains only one farm with more than 1,000 acres in cultivation, but there are approximately 1,350 farms with from 20 to 1,000 acres in cultivation. Forty-one dairy farms, each regularly milking thirty cows or more are located in the county.

George County grows more corn each year than any other county in Southwest Mississippi, the farmers in the county being near the 20,000 acre

figure in corn acreage. The average yield of corn is 29 bushels per acre as compared with the 25 bushel per acre state wide yield. There are from 30,000 to 35,000 head of cattle and hogs. More watermelons are grown and sold annually in George County than in any other in Southeast Mississippi, with the annual yield far in excess of \$100,000.00. There are several egg farms and numerous chicken fryer and broiler farms. The value of farm products grown in George County annually is between \$1,000,000.00 and \$1,500,000.00.

Timber and timber products account for more than \$1,500,000.00 to \$2,000,000.00 annually. The sales price alone of timber stumpage, board feet and pulpwood, was approximately \$750,000.00, by latest report, and the processing of such timber accounted for more than that sum.

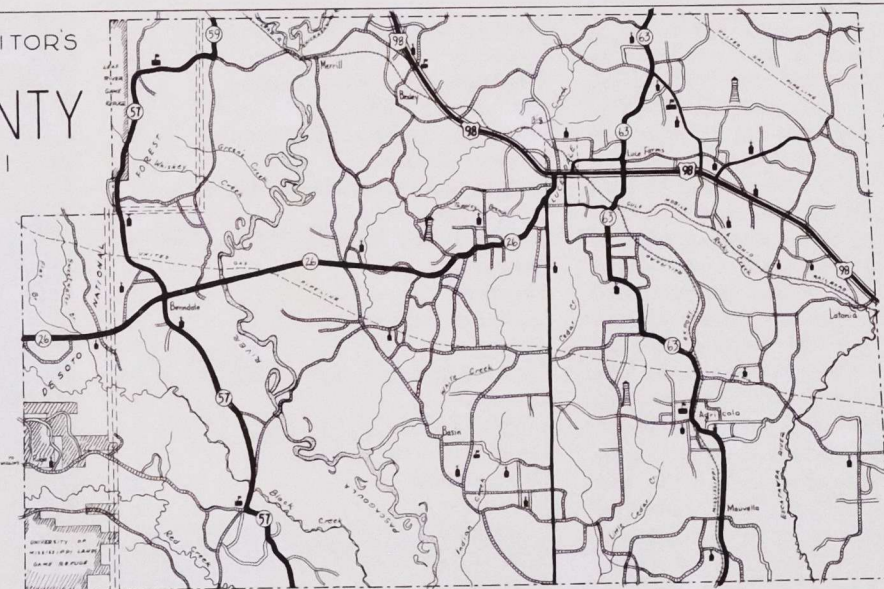
Homestead exemption in the county is presently obtained on approximately 2,200 homes. The assessed value of personal and real property in the county is approximately twenty per cent of actual value. The 1959 total assessed value of all property in the county was \$6,800,000. Bonded indebtedness of the county is \$275,000.

According to the estimate of the Mississippi State Tax Commission the 1959 retail sales in George County totaled approximately \$9,634,926.50. The 1959 per capita retail sales of the county were at least \$962.34, and the 1959 per capita sales tax paid to the state was \$23.98.

All of the above and foregoing facts and figures clearly and conclusively show that George County, with its trade area, is progressive, and that the area has excellent financial resources and opportunities for growth.

# MISSISSIPPI COAST MONITOR'S MAP OF GEORGE COUNTY MISSISSIPPI

- LEGEND
- US Highway
  - State Highway
  - Paved Road
  - Gravel Road
  - Dirt Road
  - Fire Tower
  - Church
  - School





## LUCEDALE •

by Caroline Kiefer

This small inland town, which is the seat of government of George County, is intelligently and consistently engaged in a long range planning program. Within a radius of 150 miles the population estimates exceed 250 million. Diversified industry is rapidly moving into Southeast Mississippi where climatic conditions, water sources, and available labor supply are inducive to investments, with year around production assured.

Keeping pace with the rapid growth of the entire area, Lucedale engaged the services of Robert S. Bateman and Associates, City Planning Consultants, Mobile, Ala., who are currently making a comprehensive survey and submitting planning proposals for the development of the town.

The first report, Subdivision Regulations, has been adopted by the City of Lucedale and the Lucedale City Planning Commission.

The George County Industrial Board has been in existence for several years, and a recent Sanitary Survey of Lucedale, with the suggested improvements and expansion planning, was made by Curtis E. Miller, Sanitarian, George County Health Department.

The 1960 preliminary census report from the Mississippi Economic Council shows 1970 residents, as compared with the 1950 census of 1631, a percentage gain of 20.8%. The Negro population of the town is approximated to be about 300.

Taxes inside the city are 15 mills. County and state taxes are 54 mills in Beat 1 in which Lucedale is located, with 19 mills Homestead Exemption allowed occupant home owners. Three of the five beats of the county have this same tax rate; Beat Four, County and State taxes are set at 60 mills, less 19 mills Homestead Exemption. Assessed valuation on real property is \$686,500.00; on personal property \$25,210,000; utilities \$200,073.00; making total assessed valuation \$4,147,830.00. Assessment practices are normally 20% of real value. Bonded indebtedness—Street Bonds, \$25,000.00—Water Bonds \$87,000.00—Water and Sewer Bonds \$186,000.00—total \$298,000.00. A city retail sales tax ( $\frac{1}{2}$  of 1%) effected in 1959, netted \$29,859.23 on retail sales made during 1959. The water system is city owned, with six hundred (600) meters installed. A new well and filter system are currently under construction.

Lucedale and the surrounding area are served financially by three institu-

tions. The Bank of Lucedale was established in 1903, seven years prior to the territory being organized as a county. This bank has been a major factor in the development of the area. Extensive expansions and renovations were completed by the bank during 1960. The First Savings and Loan Association and the Lucedale Investment Company opened their doors during the past year, and are adding to the economy of the community.

The public school system has enrollments of 1192 white students. The plant is composed of one elementary and one high school, employing the services of 20 teachers in the high school, and 22 teachers in the elementary school. Negro enrollment in elementary and high schools is 319 students, with 18 faculty members.

Building permits issued in 1959 accounted for \$185,895.00 of new construction. New construction during 1960 includes Station WHHT a 1,000 watt radio sending station, on 1440 kilocycles, completed in August, 1960 and a 20 bed annex to the George County General Hospital, located in Lucedale, a construction job completed in 1960. The Singing River Electric Power Association (REA) will be housed in a modern building which is under construction at this time. Two of the town's schools, the white high school and the Negro school, are new structures which were readied for the 1960 school opening. The Presbyterian and the Church of Christ will each have new edifices completed by the end of 1960.

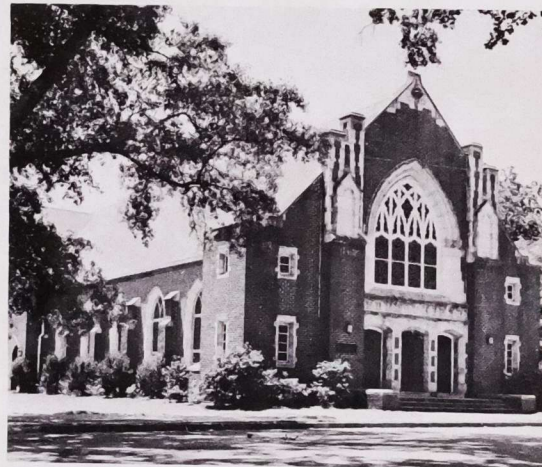
A City Park and an Inland Lake and Park area provide recreational facilities. Year round fishing is available. Fresh water fishing abounds in the many adjacent rivers, bayous and lakes. Salt water fishing grounds are less than 45 miles by driving to the Mississippi Gulf Coast. The area provides some of the finest hunting preserves of the county. Deer, small game and migratory birds are plentiful, with bag limits secured by many hunters during open seasons.

Freight rail service, with sidings for industry offered, is supplied by the Mississippi Export Railroad, a privately owned short line road which runs from Pascagoula to Lucedale, and by the Gulf, Mobile and Ohio lines. Railway passenger service is available at Pascagoula, about 45 miles south of Lucedale (Louisville and Nashville

Happy children frolic in Luce Memorial Park, a lovely playspot that offers them log cabins for Scout camping, playground equipment, tables and benches, barbecue pits, and a beautiful expanse of tree covered, hilly land that is ideal for picnicking.



Main street of Lucedale business district.



First Baptist Church, Lucedale.

81



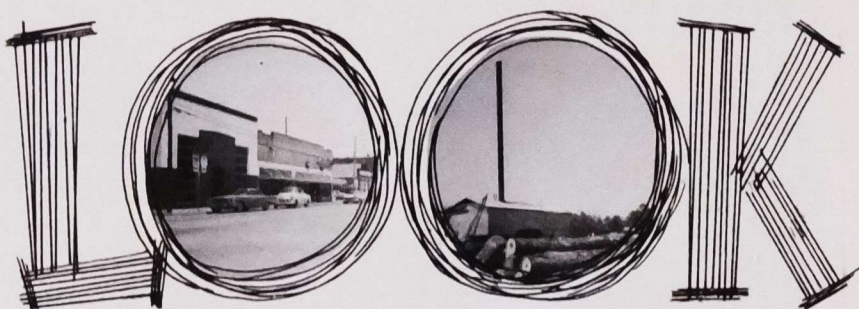
The handsome new Lucedale High School.





**LET  
INDUSTRY**

*We welcome you to an ideally situated city—on high ground with rail facilities, excellent highways, near two major Gulf ports, abundant water from three nearby rivers, natural gas pipeline, electric power, excellent climate, good labor supply. Why search further, Mr. Site Location Manager? Make a trip to Lucedale and see for yourself. We offer you sites with plenty of room for future expansion and government and civic groups alert and cooperative are always ready to lend a helping hand.*



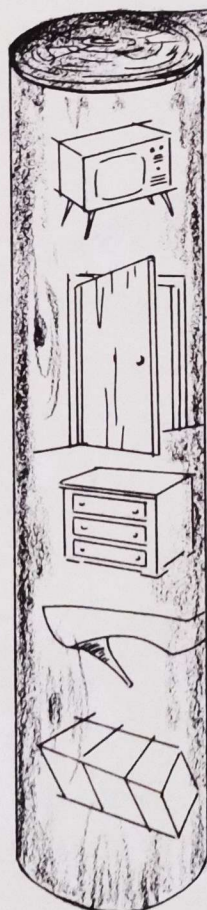
**TO**

**LUCEDALE**

**IN GEORGE COUNTY, MISS.**

**FOR  
THE SOUTH'S MOST  
HIGHLY DESIRABLE  
INDUSTRIAL SITES**

82



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We ship veneers all over the United States and Canada. In every grade you can be assured that the quality is the best. Our shipments, because of excellent transportation facilities, are ALWAYS ON TIME. You'll experience no costly delays when your order is placed with Lucedale Veneer. If you're interested in quality and fast delivery, drop a line to, or call—

**Mr. Lawrence Taylor, President**

**P. O. Box 207**

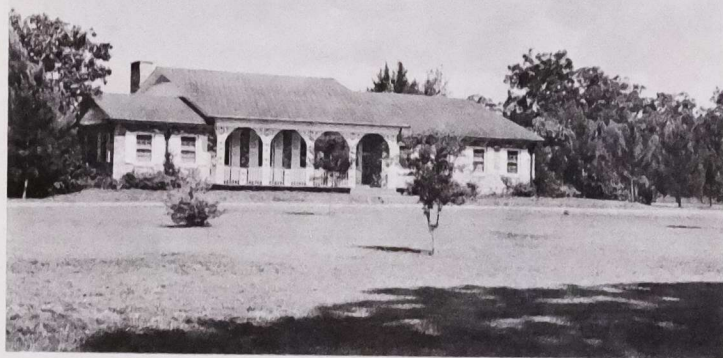
**LUCEDALE VENEER CO. INC.**

**PHONE WH. 7-3026**

**LUCEDALE**

**MISSISSISSI**





The attractive home of the Lawrence Taylors is another of the many beautiful homes in Lucedale.



Travelers on the highway between Mobile and Lucedale often stop to admire the lovely home of the J. O. Buchanan with its beautifully landscaped grounds.

Railroad) and at Mobile, Ala., about 35 miles east. The Gulf Transport Lines run six daily busses through Lucedale providing transportation east to Mobile, and northwest to Hattiesburg and Laurel. Commercial air travel is conveniently near at Mobile, Ala.; and the deep water ports of Pascagoula and Mobile offer shipping facilities.

Persons contemplating changes of residence will do well to investigate this area where more enjoyable and wholesome living may be had on less income than is required for similar opportunities in more heavily populated communities.

Private enterprises operating in and fringing Lucedale are:

Automobile Dealers, Tractor Dealers, Repair and Parts 23

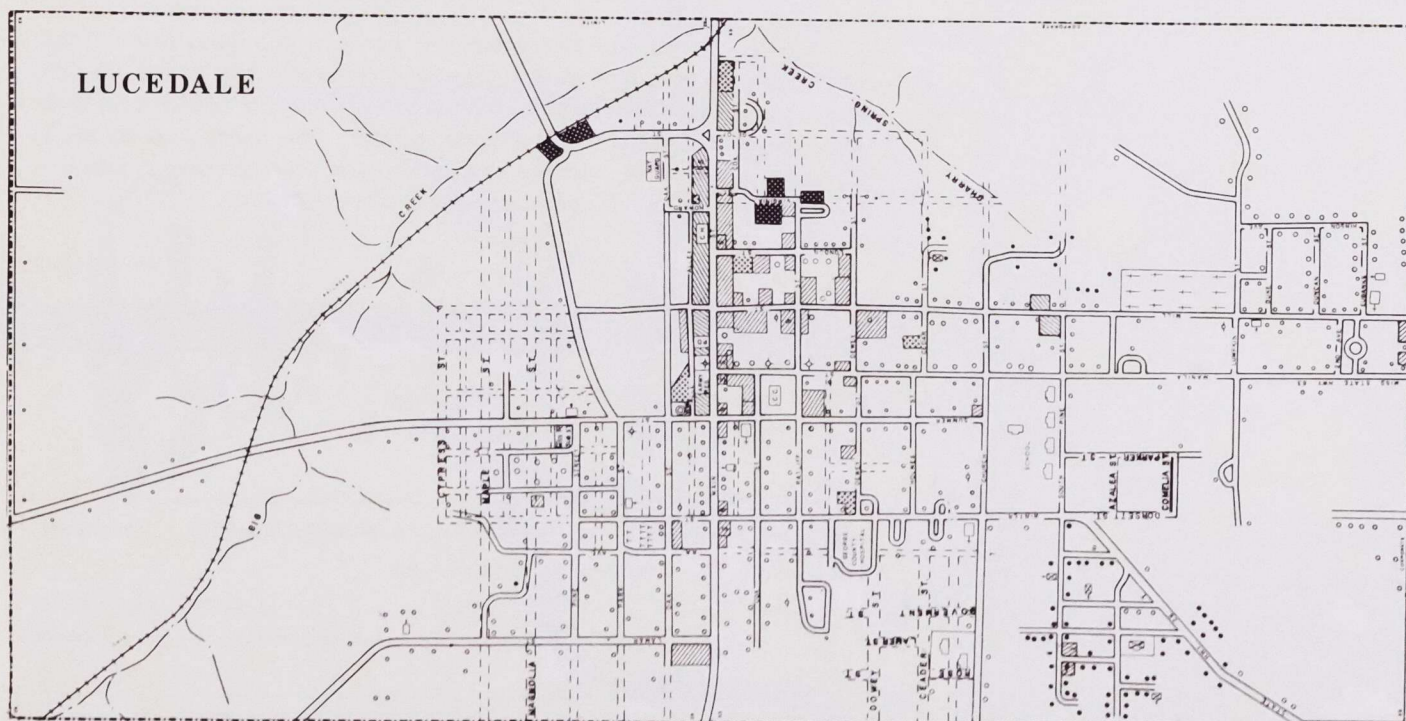
Banks and Investment Houses 3  
Cafes 11  
Cleaning Establishments, Dry  
Drug Stores 4  
Cleaning and Laundry 3  
Gasoline, Distributors, & Service Stations 16  
Barber Shops and Beauty Parlors 14  
Appliances, Hardware, Furniture, Electric and Gas 15  
Feed Mills and Stores 5  
Utilities 4  
Grocery Stores and Meat Markets 11  
Dry Goods and Apparel 8  
Medical—MDs and DDs 6  
Offices 12  
Undertakers 2  
Newspapers 1  
Theatres 2  
Manufacturing Plants 6

Miscellaneous 16  
Total 160

**PUBLIC**  
Churches 12  
Public Offices 11  
Hospital and Health Dept. 2  
Schools 3  
Total 28

Manufacturers and industrialists will do well to investigate the opportunities offered by Lucedale and George County. Investments in small, but progressive minded communities afford many advantages.

Detailed information on Lucedale and George County will be supplied upon request by contacting the office of the Mayor, City Hall Bldg., or the George County Industrial Board, Lucedale, Mississippi.



Map courtesy Robert Bateman and Assoc., City Planners



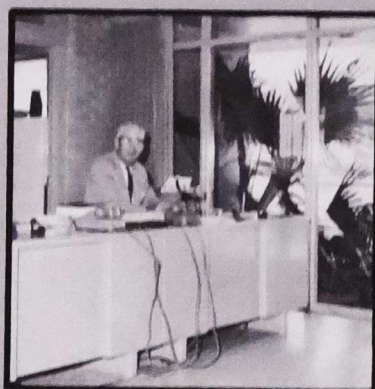
Meet our people . . .



Mr. Don McCulloch, supervisor of advertising and publicity, Mississippi Power Co. He was elected Chairman of the advisory committee of the nationally famed Freedom Forum because of his outstanding leadership qualities and keen understanding of the crisis facing our nation today.



Mrs. Mabel Green, charming secretary of the Hancock County Chamber of Commerce. At her office in the Bay St. Louis City Hall, she is always ready to offer assistance to new residents and visitors.



Mr. Sam Williams, genial, capable manager-secretary of the Gulfport Chamber of Commerce. His office is in the new Chamber of Commerce Bldg. on Hgwy. 90 where he and his efficient staff offer superior service to the public and true Southern Hospitality to all who drop by.

## MEMOS and

## OBSERVATIONS

To our friends throughout the United States and Canada, From Juneau to Rio, Bangkok to Bagdad, Ireland, India, Italy,—we bring you our second edition of the Coast Area Mississippi Monitor. If we seem a bit pretentious claiming such far flung readers, believe us, by request, "MM" really traveled abroad last year. We are grateful to all who have written—from the ten-year old miss in Canton, Ohio who is "interested in everything about Mississippi" to the many businessmen and retired folk who plan to move to Coastal Mississippi. It has been most gratifying to see our efforts to tell of our fine area meet with such eager response.

Now—what is our overall picture as this issue goes to press? First, our people—population in the area showed, by U. S. Census report, an impressive increase and home building continues its upward swing. Education—last count shows fifteen large, well equipped school buildings constructed during the year. Business—from records of the State Tax Commission, all counties show a sizeable increase in sales. New organizations to promote community development have been formed. Extensive highway construction is going on in the entire area (including work on Interstate Highway). Plans for an industrial inland waterway in Harrison County have forged ahead. A multi-million dollar improvement program by the state is scheduled for the port of Gulfport. Timber Production is up—seafood production is up. Oil exploration continues in Hancock and in Jackson County—ocean-going vessels and atomic submarines slide down ways to maintain America's prestige on the high seas. Pearl River County is making amazing strides industrially and Stone yields products of the land in abundance that indeed promises to fulfill its slogan "The Opportunity County". George County forges ahead both agriculturally and industrially, fast gaining acceptance as a growth center well worth watching.

Do we sound too optimistic, or perhaps too boastful? Please forgive us, we are just performing our dedicated job as we observe and accurately report to you on this proud segment of America with its wonderful, friendly, industrious people. We want you to know them, too. Maybe in learning of their efforts, their successes, you will decide that Coastal Mississippi is the place for you.

THE EDITOR

TO: MISSISSIPPI MONITOR PUBLICATIONS  
P. O. BOX 241, BAY ST. LOUIS, MISS.

More information, please, about \_\_\_\_\_  
in Coastal Mississippi. I am interested as a New Resident ☐ Vacationer ☐  
Businessman ☐ Locating an Industrial Site ☐

Name \_\_\_\_\_

Address \_\_\_\_\_

City, Zone, State \_\_\_\_\_

Clip and Mail



# No Matter How The Wind Blows

it brings good fortune to the beautiful, historic city of BILOXI in the heart of the American Riviera. The fisherman welcomes the southwind, offshore breezes fill the yachting skippers' sails, balmy zephyrs make easy the work of the boatbuilders and relax the vacationer soaking up sun on the sparkling white sands. There's more good flying weather for the "Sky Boys" at Keesler Air Force Base and the delightful year round climate keeps flowers blooming at Christmas as profusely as in June.

There's more fun to be had,  
more ease in living,  
in beautiful Biloxi.

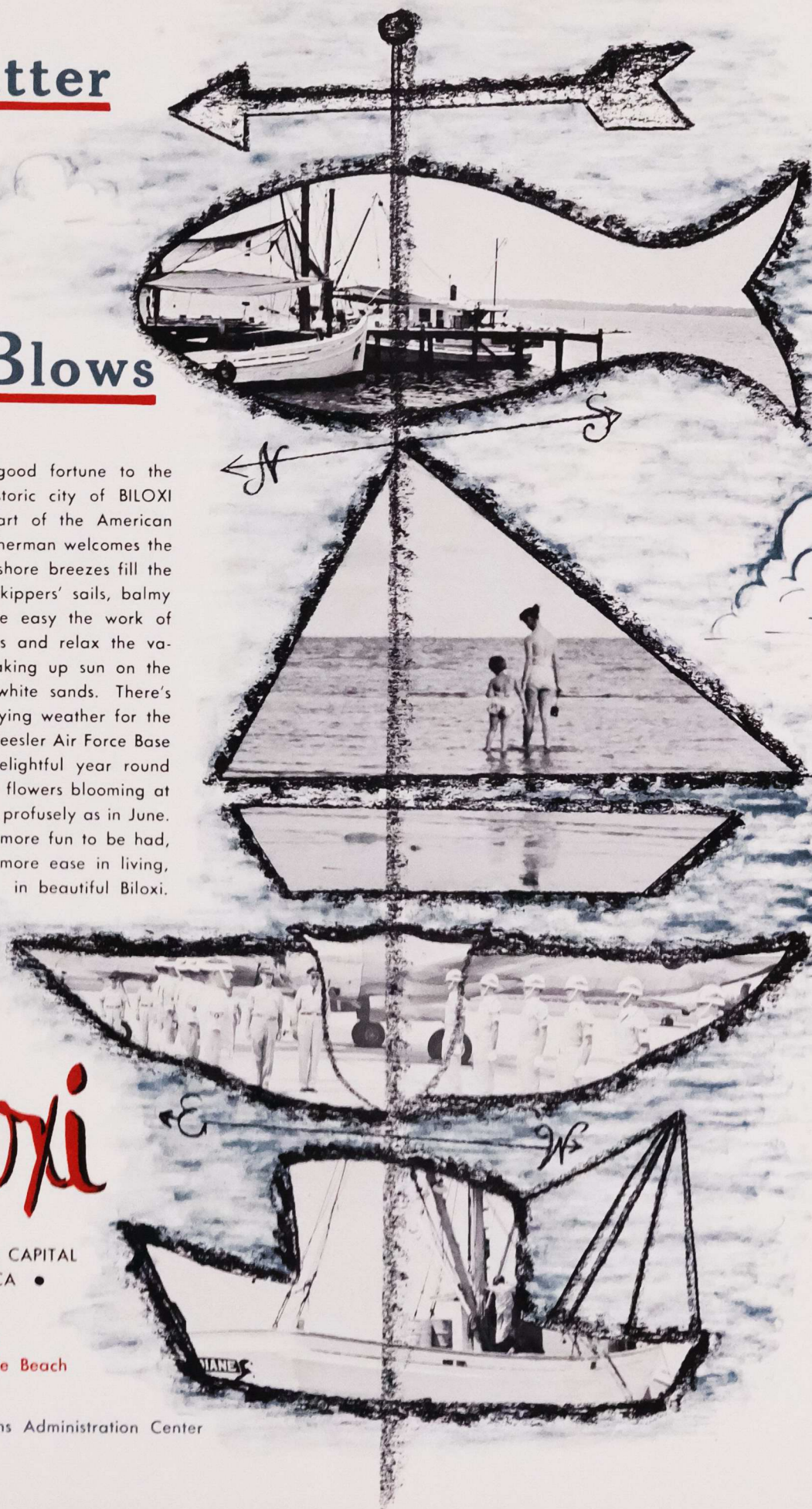
3500 rooms in Biloxi area  
—year round convention  
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# Biloxi


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At the Eastern End of the  
World's Longest Man Made Beach

Home of the U. S. Veterans Administration Center  
(National Soldiers Home).







# Tranquility

is all you see here . . .

*but...*

there's more to this picture than meets the eye



*this beautiful stream, the Jourdan, which bisects Hancock County, flows past oil wells and loaded pulpwood barges, pine forests, rice fields and cattle ranches, world famous gardens, vacation homes and palatial estates. Industry has been eyeing its banks downstream as its great depth and width could accommodate barge traffic and supply quantities of much needed water. It will soon be crossed by a magnificent span on State Highway 603. Fishing here is an angler's dream, its marshes a hunter's paradise—and it's ideal for trapping, skiing and boating. Look again—look well—there's a wealth of wonders in—*

## Hancock County • Mississippi